

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research is descriptive qualitative research, which is a research that focused in describing facts with meanings, process and understandings that are gained with words or pictures (Creswell, 2013). Qualitative research has a descriptive point for a deeper understanding. The researcher had applied the descriptive qualitative research design because the research is in the form of words, phrases, and sentences in the result from the data analysis.

3.2 Object of the Research

Objects of a research is the activities that are determined by researchers to be researched on. The objects in this research are the apology strategies and the factors of apology strategies that can be found in the novel entitled “The Last Song” by Nicholas Sparks. The researcher used the theory of apology strategies by Trosborg (1994) and the factors of apology theory by Blum-Kulka and Olshtain (1984). The focus of the analysis is the dialogues or the sentences that refer to apologies and its factors found in the novel.

3.3 Method of Collecting Data

The researcher used the observational method by Sudaryanto (2015) in order to collect data. The perception strategy is the research strategies done by reading the exploration items to gather all information. The researcher utilized non-participatory method by Sudaryanto (2015), explained that this method is used because the researcher did not take part in the scenes or words with the speaker in

the novel. There are steps to collect the data. First, the step started with reading the novel to understand the context of the novel. Next step is by taking notes of the utterances or dialogues which considered as apology. Finally, the data are highlighted and categorized regarding to the research's questions, which are the apology strategies and its factors.

3.4 Method of Analyzing Data

In analyzing the data, the researcher applied "Metode Padan" theorized by Sudaryanto (2015), which is an analysis method that was done by analyzing the utterances and each factor related with them. It means that each identified utterances could cause a certain action reaction depends on the context of the situation. This theory is also supported by observational method and non-participatory technique by Sudaryanto (2015) which explain that the researcher only observed the dialogues uttered by in the data source, and there is no involvement by the researcher into the dialogues. Several steps are taken in order to analyze the data. First, the researcher identified the highlighted data and classified into each categories regarding to the research's objects, which are the apology strategies and the factors. The data then are explained and analyzed by the researcher using the theory of apology strategies and its factors as theorized. Finally, the analyzed data are structured into a complete result of the apology analysis on the novel "The Last Song" by Nicholas Sparks.

3.5 Method of Presenting Research Result

In order to present the result of the analysis, the researcher used the informal method by Sudaryanto (2015). There are two methods of presenting data which are formal and informal. Formal method is the method of presenting by using signs and symbols, while informal method is used to present the research's results by using words and sentences. In the case of this research, the researcher presented the research's result by using the informal method, because this research contained explanation in form of words and sentences.