

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research uses qualitative method. Using pragmatics focused document analysis. The researcher focuses more on the various politeness strategies. According to Creswell (2009), qualitative method is research that focus on studying life individual and social problem. The exploration between variables and objective theories is based on quantitative research. Because the researcher used utterances from the movie as her data source.

The data source this research comes in the form of words and utterances. The result will be presented as descriptively. Because of that, this research uses qualitative research method. The researcher examines the various forms of politeness that are used on movie. Additionally, this study utilized a pragmatic approach to do its research.

3.2 Object of the Research

The goal of this research to analyses of the Rescue Rangers is to keep an eye out for everyone, and they respond quickly to any emergencies. This group has "hearts of gold" and constantly attempts to aid those in need. They would never steal from anyone. The strategies and purposes of positive politeness in the chip 'n' dale: rescue rangers movie 2022. The information for this research from utterances and words in the movie. This research was determined by observing how the characters conveyed positive politeness in their utterances. In essence, the

researcher investigated utterances of all characters that fall under the strategy and purposes of positive politeness.

3.3 Method of collecting data

According to Sudaryanto (2015) the process of collecting data by actually observing the data. As a result, the researcher in this study collected data using observational methods. Senses were employed during the data collecting method to see, hear, and feel the conversational implicature occurrences. The interaction of scenes or words with the speaker in the film was not examined in this study. Therefore, Sudaryanto (2015) employed non-participatory approaches in this method.

Moreover, there are some steps in collecting data. First of all, the researcher watched the movie as a data source. Second, created the transcript from the Movie. Third, the highlighted movie relating to “Chip ‘n’ Dale: Rescue Rangers” Movie uttered words. Finally, the researcher noted the utterances of strategies and purposes of positive politeness.

3.4 Method of Analyzing the Data

After the researcher has collected the data, the next step would be to analyze data. Data analysis would be restricted to address description of the question discussed in the study research. The pragmatic identity technique is being used in this study's analysis of the data. In according to Sudaryanto (2015) the pragmatic identification technique is reaction on the hearer to determining instrument that is external to the language.

The researcher analyze data in several step. First, the researcher watched the movie. The Second, the researcher marked the speaker utterances which dialogues are recognized as politeness. The third, the researcher analyzed the strategies and purposes with the theory introduced by Brown and Levinson (1987). In conclusion, described strategies and purposes of Positive politeness in Chip 'n' Dale: Rescue Rangers

3.5 Method of Presenting the Result

In the last method, the researcher presented the result used informal method used investigation proposed by (Sudaryanto, 2015). Informal method was the researcher used after finishing data analysis. The research findings are discussed informally using common words, phrases, sentences, and paragraphs in presenting the result and it was explained descriptively. The results of the analysis were presented using utterances and words to make it easier for the reader to understand the results.