CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research uses descriptive qualitative. Qualitative research is the procedure used to collect data. Qualitative research, according to Tracy (2020) is an approach to finding out what people or groups make of social or human problems. Creswell (2018) explained that qualitative methodologies used are well explained, making it simple to conclude results from the data provided. Furthermore, according to Sudaryanto (2015) that qualitative method is what words, phrases, or sentences will be used to analyze the data and communicate the findings based on the facts or phenomena discovered in this study. This study will explain the strategies of impoliteness proposed by Culpeper (1996) and functions of impoliteness based on Culpeper's (2011) theory.

In qualitative research, it is important to look at the data that has been collected. according to the expert above, a study of impolite utterances in the reality show The Hype House will be carried out using a qualitative descriptive method. This investigation will be analyzed with spoken language. The results will describe strategies and functions of impoliteness.

3.2 Object of the Research

The researcher uses the utterances of the characters in "The Hype House" as the object of research. The reality show talk about some contents creators make a lot of videos in one application name Tiktok to get some money and

follower. They live together in big mansion to make videos on Tiktok, due to the fact that each of them is quite impolite. In addition, researchers will examine how Culpeper's (1996, 2011) impoliteness strategies and functions are reflected in the reality show The Hype House. The dialogues in reality shows will be analyzed for patterns of impoliteness and other functions of strategies to help us find some expression.

3.3 Method of Collecting Data

The first step in data processing is data collecting from the data source. The researcher collected the data using observation method. One of the techniques that involves watching the data for gathering knowledge that explained by Sudaryanto (2015). The researcher will observe the data by watching the reality show "The Hype House". Moreover, impolite expressions from "The Hype House" reality show served as the primary tool for the researcher to see, sense, and hear the data. In other words, the use of a note-taking technique means that the researcher does not take part in the conversation or discussion, much less participate with the interlocutor, or behave as a listener. So that, the use of note-taking technique will be used to collect data.

Furthermore, there are several steps to collecting data. First, the researcher watched "The Hype House" reality show. Second, the study took notes of the utterances from "The Hype House" reality show, Finally, researcher examine the re-script to look for information that supports an impolite theory by Culpeper (1996,2011).

In order to gather data, researcher employ a variety of tools. A pc and headphones are used by the researcher during the observation so that the researcher can take notes while watching the reality show. Paper and pen are used for the note-taking process in research. The data for this study will come from the Netflix reality show The Hype House, which the researcher observed and took notes on as she watches and listens to the show.

3.4 Method of Analyzing Data

The researcher utilized a dividing element method and tools for writing array differentiators with sorting function as a referent by Sudaryanto (2015). According Sudaryanto (2015) dividing elements method is data analysis technique where the processing instrument is built into the language being used. According to Sudaryanto (2015), the reference difference a word creates must be determined in advance through the use of sorting power as a linguistic unit differentiator. In addition, researcher looked for strategies and functions in the data and organize them according to what was discussed by Culpeper (1996,2011).

The researcher went through several processes when looked at data. The first step in any research project was to study and understand the source material in its original context. Second, the researcher emphasized gain an understanding of the characteristics or patterns of dialogue. The researcher continued to a discussion of the speech's qualities or patterns. Finally, the researcher determined whether specific strategies and functions of impoliteness are used in the reality show and then located the existing data or dialogue.

3.5 Method of Presenting the Research Result

This study will use the informal method consistent with Sudaryanto (2015). The informal method presents data in the form of sentences, paragraphs, and other textual units that follow a consistent logic. research's final step, which presents the analysis's findings. There will not be any diagrams, charts, or tables used to present the analysis' results. The researcher will present the analyses' results in a descriptive way. To help the reader understand the focus of the study, the research analysis will be provided in a simple way.