

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

In This research, the researcher used qualitative research. According to Creswell (2018), the qualitative research is used because in this research the data sources used are words, phrases, and sentences. Vanderstoep and Johnston (2009) defined that qualitative research as a type of study which creates a descriptive text of the phenomena. Qualitative research method is a descriptive method used to analyze a phenomenon more specifically. Furthermore, qualitative method can be conducted by identifying, isolating, and generalizations. The result of this research is descriptively. Each data and result in the form of words, sentences, and paragraphs.

This research used a qualitative method because the data of this research are the utterances from Modern family Movie Season 1. Another reason for using qualitative methods in this research is that this study aimed at analyzing the positive politeness strategies and types of maxim violations affecting positive politeness strategies in Modern Family Movie. Finally, the results of this research are presented using a descriptive essay on the analysis of positive politeness strategies and types of maxim violations affecting positive politeness strategies in Modern Family Movie. Therefore, this research was conducted using qualitative methods. Pragmatics phenomena can be found in data in the form of words, phrases, sentences, and paragraphs in the form of conversation. Qualitative research is scientific knowledge that can be applied in everyday life (Leavy, 2006).

3.2 Object of the Research

The object of the research is an attribute of the value of a person, thing or object activity that can be analyzed by researcher. Then, the object of this research is positive politeness strategies and types of maxims violation affecting positive politeness strategies. The theories of Brown and Levinson (1987) and Cutting (2002) were taken to analyze positive politeness strategies and maxim violations. This research focused on analyzing all characters' utterances in "Modern Family" movie. Modern Family is one of the movie that can be investigated for the positive politeness. Modern family is a 2009 fantasy movie starring Christopher Lloyd & Steven Levitan. This is the story of three different but related families. Each dysfunctional member faces trials and tribulations in a unique comedic way. The characters' utterances were used to investigate the positive politeness strategies and types maxim violations affecting positive politeness strategies. After identifying the positive politeness strategies and types of maxim violations were found. Therefore, the "Modern Family" movie was chosen as selected data source to find out positive politeness strategies and maxim violations affecting positive politeness strategies.

3.3 Method of Collecting Data

In the process of collecting data, this research used the observational method proposed by Creswell and Creswell (2018). Creswell and Creswell (2018) stated that observational method is a method of collecting the data for scientific purposes, through using senses of human body, while noting or recording the phenomena. In the process of collecting data, the senses aimed at hearing, seeing, and feeling phenomena related to positive politeness strategies. This research used a note taking technique. According to (Sudaryanto, 2015), note taking technique is technique

used by researchers to describe or write down what they hear, see, experience, and think about in order to collect data. The researcher provided data in the form of conversational text to investigate and analyze raw data. Sugiyono (2013) explained that data collection is an important step in the research process because it can produce standardized data.

There are several steps of data collection. First of all, the researcher watched the movie modern family movie season 1. Then, the researcher analyzed every utterance uttered by all the characters in modern family movie. Also, researcher watched and analyze from episode 1 to episode 10. During such activity, the researcher took down the script. Then, the conversation that had a phenomenon of positive politeness strategies and maxim violations were highlighted. The author sorted data 1 to data 65 that is feasible to be analyzed in chapter IV with the aim that readers can more easily understand this research. Finally, the researcher analyzed 30 data based on the theory that has been selected and the experience experienced by the researcher in everyday life.

3.4 Method of Analyzing Data

After collecting the data, this research used a pragmatic identity method. This research identified the phenomena pragmatics that appeared in the utterances. Pragmatic identity method is a method that requires a speech partner. This means that each utterance causes reactions to certain actions depending on the context of the situation with interlocutor. Sudaryanto (2015) said that pragmatic identity method is used to analyze data if an utterance can produce reactions from hearer. The technique used in this research is the equalizing technique. This technique

aimed at equalizing data source and theory. The data would be duplicated from the movie script and then analyzed based on the strategies of positive politeness and maxim violations affecting positive politeness strategies in the Modern Family Movie.

There are several steps that the researcher took to analyze the data. First, the researcher colored the data on positive politeness strategies and maxim violations. Yellow for positive politeness strategies and green for maxim violations. Then, the researcher explained the theory that used in this research, namely Brown and Levinson (1987) and Cutting (2002). Next, the researcher took the positive politeness strategies and maxim violations affecting positive politeness strategies utterances contained in the Modern Family Movie. Furthermore, the utterance was explained based on the selected theory. Lastly, the researcher adjusted the data according to the theory used and wrote the analysis one by one.

3.5 Method of Presenting Research Result

The last step in this research was presented the results of the research. According to Sudaryanto (2015), there are formal and informal method. Researcher used informal method. Informal method is applied to present research results with ordinary words, phrases, sentences, and paragraphs descriptively so that it will be easily understood by readers. Therefore, in this research the results were presented in the form of descriptive writing. Meanwhile, the findings are explained descriptively by analyzing data found in Modern Family Movie.