CHAPTER III
RESEARCH METHODOLOGY

3.1   Research Design

This research uses qualitative design to conduct ways of collecting the data, analyzing the data, and presenting the result analysis. This decision is based on the idea offered by qualitative design. As defined, qualitative is basically a research design that approaches the data in positivist and interpretative way (Merriam & Tisdell, 2016). It means that qualitative allows for a close observation in which the data is interpreted in a descriptive way. Qualitative is also a proper design when studying text and image data such as movie (Creswell & Creswell, 2018). Besides, the research purposes to research the textual utterances from the scripts and it is paired with the contextual information taken from the movie scenes.

Qualitative then is the great option to observe this type of data source. The research intends to conduct an inductive analysis and provides the result analysis in descriptive way (Merriam & Tisdell, 2016). Qualitative also allows for a holistic view and an in-depth analysis with rich data (Angouri, 2010). This qualitative design could help the research to reach the objectives which is to identify the types of negative politeness strategies and the factors influencing the strategy.

3.2   Object of the Research

This object is negative politeness strategies which is present in *Don't Look Up* movie. In order to get the entire description of the object, the research has set

two research questions. The first question concerns about types of negative politeness strategies. The second question concerns about the factors influencing the negative politeness strategies. For the purpose of examination of the object research, the research uses negative politeness theory by Brown & Levinson (1987) both for the types and the factors.

3.3 Method of Collecting the Data

The research collects the data using observational method and non-participatory (Sudaryanto, 2015). It is a method by Sudaryanto (2015) which consists of strategies such as watching the movie and listening to the conversations, looking at the contextual information, and sensing the emotions in order to gather an accurate and relevant data. This is a proper method for this research in order to identify the phenomenon within *Don't Look Up* movie. In this research, researcher used noted techniques for collected the data because researcher observes the utterances and context in the movie. There are several steps to collect data. First, the researcher watches the entire movie. Second, the researcher wrote down the type and factor every utterance that concerns on negative politeness strategies while watching the movie. Third, the dialogues will be noted as data to be examined and categorized into particularly the type and factor of politeness strategies among the dialogue.

3.4 Method of Analyzing the Data

After collecting the data, the next step is analyzing the data. In analyzing the data, the researcher applied Pragmatic Identity Method (Sudaryanto, 2015). As a pragmatic study, contextual information is crucial in order to get into the gist of

the meaning of utterances. Besides, the research deals with language uses and it needs contextual information for an accurate description. For the technique, the research applies pragmatic competence – in equalizing technique (Sudaryanto, 2015). This is to pair the textual utterances from the movie script with the contextual information from the movie scenes. There are basically three steps to apply the technique. First, highlighted utterances from the script are paired with the contextual information from the movie scenes. Second, the researcher identifies the types and the factors from the collected data. Third, the researcher criticizes and matches the findings of the analysis and offer a conclusion based on the findings.

3.5 Method of Presenting the data

This research presents the result analysis in descriptive way. This is the advantage of using qualitative design considering that the research intends to describe the result in the form of interpretative paragraphs. The method being used here is informal technique (Sudaryanto, 2015). The technique allows for descriptive presentation with quotes and the description alongside it. This pairing is important in order to see which data is being referred and to see the context and explanation from the referred data.