

CHAPTER III

METHOD OF RESEARCH

3.1 Research Design

This research is conducted by using qualitative research method. It focuses on the data in the form of descriptions or words written as specified in (Sudaryanto, 2015). As stated by Creswell, (2018) qualitative methods show an approach by relying on text and image data, which is unique in each case steps when analyzing data and drawing various designs as desired. Qualitative research pays attention to the meaning of what people say in their daily lives and understand how people see things (Taylor et al 2016). Qualitative research aims to understand how people interpret the experiences, construct their worlds, and what meanings is attached to their experiences (Merriam et al 2016). However, the researcher used qualitative research that displays analysis in the form of descriptive information containing words both written and spoken by someone.

This research data is in the form of written words, or someone's speech spoken for further analysis. The data was taken in "The Summer I Turned Pretty" TV Series. In this research, the researcher used qualitative research because an utterance is a crucial speech unit that requires analysis to determine the meaning of speech rather than only the words or phrases used in a speech. Therefore , those statements aid in the researcher's analysis of the written word data by providing context for the utterance. As a result, this study demonstrated how assertive behaviors function in written language in a descriptive manner.

3.2 Object of the Research

The object of this research is the acts of expressive and functions of expressive acts. The object of research is an important thing in this research, so the researcher must be careful in deciding what data to use in this research. This research used theory from Searle & Vanderveken, (1985) to find out the acts of expressive and theory from Leech, (1983) to find out the functions of expressive acts. “The Summer I Turned Pretty” TV Series is the data source used in this research. Based on the same-named trilogy of Jenny Han's novels, *The Summer I Turned Pretty* is an American coming-of-age romantic drama television series that Jenny Han wrote for Amazon Prime Video.

3.3 Method of Collecting Data

In the process of collecting data, the researcher used the observational method by (Sugiyono, 2013). In this observation, the researcher was involved with observing or paying attention to conversations as a source of research data. While, by making observations method, the researcher felt the ups and downs contained in each conversation scene. With the observation method, this means that the researcher can obtain more complete and sharper data, so the researcher can understand every behavior that appears in the conversation.

Therefore, to find out whether there are conversations in the TV series, the researcher used the sense of sight, the sense of hearing, and feel the situation in the conversation. The researcher used the sense of sight to see and observe moving images to determine the context of the utterances. The researcher also used the sense of hearing to find out what the speaker and hearer are saying. After seeing and

hearing, the researcher then made a transcript of the conversation data spoken by the speaker and hearer. The researcher also feels each scene situation in the conversation to be able to understand and feel involved in the story.

According to Sugiyono (2013), the data collection techniques are the most important techniques in research, because the main aim of research is to obtain data. If the researcher does not carry out data collection techniques, then the researcher will not obtain data in accordance with established data standards. Thus, the researcher needed a method for collecting the data in order to obtain reliable results. In this study, the investigator employed (Sudaryanto, 2015) note-taking technique. According to him, taking notes involves writing down what was said on the data card, classifying the information right away, and using specific writing tools.

The researcher found raw data contained in the TV Series. However, the raw data obtained was not all analyzed, because there was so much of the same data. Therefore, the researcher selected and reduced it to some valid data. If there is the same data, then it is not all analyzed. Finally, the data analysed were 31 data. These data were analysed to get the answer for the question 1 and for the question question 2.

3.4 Method of Analyzing Data

When analyzing the data, the researcher used the theory from Pragmatic identity method (Sudaryanto, 2015). This method refers to the speakers and hearers found in the conversation in TV Series. The aim of this method is to equate theory and data contained in utterances. As a result, the researcher equated the data using

the meaning act of expressive by (Searle & Vanderveken, 1985) and the function of expressive acts by (Leech, 1983).

The data was highlighted using 13 different colors at the start of the process analysis. The researcher numbered the acts in order and wrote 13 acts before doing the analysis. The four functions were then written by the researcher and analyzed based on the acts contained in expressive acts. By using coloring, the researcher was able to equate the data more easily. The researcher then selected the utterances that included of each expressive acts, numbered the data of expressive acts, and colored the utterances according to each act of the expressive acts. By using the numbers and colors to represent the act and functions of expressive acts, it was possible to determine whether the utterances contained expressive acts.

After the data was found based on the theory of acts and functions, the researcher began to analyze the data in relation to the context of the conversation. The researcher also analyzed the background of the utterances uttered by the speaker and hearer. The researcher also provided short utterances excerpts contained in the data. Finally, the researcher applied the data which was confirmed to contain expressive acts. Next, the researcher applied acts and functions of expressive acts found in narrative texts.

3.5 Method of Presenting the Result Analysis

In this research, the researcher used the descriptive narrative method by Creswell & Poth (2018) to present the results of this research. This descriptive narrative method allows researchers to present the results in a clear and meaningful way, ensuring that readers can follow the unfolding story of the data and also the

chronology of events that are taking place within words and sentences. By incorporating detailed descriptions, researchers can provide a deeper context for the results, making it easier for readers to connect with and interpret the data.