

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

Research design is a framework of research methods and strategy that is chosen and formed by researcher in order to conduct a study. The design of a research has the role as a strategy that is used to answer research questions, which defines the use of approach in the research and determined on the method of collecting data and analyzing data. Generally, there are two types of research design, they are quantitative research and qualitative research.

Qualitative research is the design that is used in this research, as it focused on the meaning of context from the data found. As explained by Merriam (2009), qualitative research is research that focused in gathering data and interpreting data into a certain meaning from the activities done by human such as interviewing, analyzing, and observing. This design is practical for this research as the analysis is filled with words and discourses which underline the meaning of the data.

3.2 Object of the Research

“Avatar: The Way of Water” is American movie produced and directed by James Cameron, which was released on the year of 2022. It was considered as a lengthy movie as it runs for 192 minutes. The movie was distributed by 20th century studios which was budgeted around 350 to 460 million dollars, considered to be one of the most expensive films that ever made, due to the hardly filmed performance of underwater scenes, visual effects, production process, and abruptly moved film-

ing location. The film managed to succeed on major box office, broke lots of records, and became the highest grossing film on 2022, since the COVID-19 pandemic, and titled as the third highest grossing film of all time. It was nominated at 95th Academy Awards for four awards, and it managed to win the award of Best Visual Effects.

The objects of this research are the types and the functions of language style used by characters in the movie of “Avatar: The Way of Water”. The researcher used Joos' (1967) theory of language style's types, while the theory of language style's function is theorized by Leech (1981). As a result, the researcher's attention had focused on the interlocutors' dialogues that indicate to the style of language used and its function from the movie.

3.3 Method of Collecting Data

In order to collect data, this research used the method of observational by Sudaryanto (2015), which is a method of collecting data that observed on the object that the researcher sees without manipulating or interfering the participants. The observational method in this research is non-participatory as the researcher is not involved in the data source. In order to collect the data by observing, the technique of note-taking is used, which is a technique of taking notes on the dialogues that involved language style and functions from the script of the data source, the movie of “Avatar: The Way of Water”.

There are several steps followed to collect data. First, researcher started by watching the movie. Next step is to transcribe the movie into a script. Then, it

continued by note-taking the dialogues that are considered to be the types of language style following Joos' (1967) theory.

3.4 Method of Analysing Data

The data of this research is analysed by using referential identity method by Sudaryanto (2015). As explained by Sudaryanto (2015), it is a method that is done to identify and analyse the relation between language and the other language's resources that is being referred to. This research used this method in order to identify the relation of language style and functions used by the characters in the movie.

Several steps were followed in order to analyse the data, which starts with identifying and classifying the highlighted dialogues as related to the types of language style theorized by Joos (1967). The classified data then was analysed according to the theory and followed by analysing each of the function by using Leech's (1981) theory. The last step is the analysis is structured into a complete analysis result on types of language style and its function in the movie "Avatar: The Way of Water".

3.5 Method of Presenting Research Result

The result of the research can be presented by using between two methods, either formal or informal. In the case of this research, informal method is used to present the results of the analysis. Sudaryanto (2015) explained that it is a method that is used to present the analytic result using words and sentences. Therefore, the researcher presented the research's result by using informal method as there are only words and paragraphs, without graphics, tables, and etc.