CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

Qualitative methods are widely used in many researches. According to Creswell (2013), qualitative method is used to observe an environment then created in a series of representations. It tends to be associated with a data in the form of notes or transcripts. Also Leavy (2017) added, qualitative research has several advantages, including the resulting data is rich in descriptions and examples .Taylor (2016) mentioned, data are collected in several ways including participant observation, in-depth interviewing, writing documents. Qualitative researchers extend concepts, insights, and understanding of patterns in data. Research is carried out by observing things around and then making a conclusion from the results of the observations. In addition, Marczyk et al. (2005) stated, the data that has been studied are presented using descriptive statistics. Descriptive statistics are also used to accurately characterize variables observed in a particular sample.

This research employs qualitative methods to analyze the collected data. As outlined earlier, these methods are particularly well-suited for examining textual elements such as notes, scripts, or utterances. Given that the study aims to classify speech acts within a movie, the qualitative approach proves instrumental in achieving this objective. Furthermore, since the data in this study is primarily

presented through words, the application of qualitative methods is not only apt but also enhances the depth of analysis

3.2 Object of the Research

This research uses a movie as a data source, to investigate linguistic phenomena in its narrative. Specifically, it analyzes the contextual meanings in the characters' utterances, followed by an examination of their structural functions. The movie chosen is an American production released on October 1, 2010, which depicts the true story of Facebook founder Mark Zuckerberg. The story revolves around accusations made by Mark's colleagues, who accused him of stealing the idea for the Facebook app, resulting in conflict with his friends. By examining linguistic elements and placing them within the broader context of the movie, this research aims to deepen our understanding of speech acts.

Therefore representative acts are the object chosen in this research. It is studied by examining the types and functions of the characters' utterances. It aims to reveal how language shapes the relationship between utterance, meaning, and context in conversation. By analyzing dialogues and interactions, it reveals communication strategies that have different meanings and actions. This research provides insights into human communication in technology-assisted cinematic storytelling. Ultimately, this research enhances our understanding of linguistic phenomena in movie and the interaction between languages, meaning and environmental relations.

3.3 Method of Collecting Data

The method of data collection relies on observation as the main way to collect the whole data, as advocated by (Sugiyono, 2013). There are two different approaches namely non-participatory observation and participatory observation. This research focuses on non-participatory observation. Non-participatory observation involves the researcher taking a passive role, simply observing the subject without being actively involved. For this research, non-participatory method is used because the researcher does not get involved or influence the data source and also to keep the researcher independent and objective. Moreover, by adopting non-participatory observation, the researcher aims to enhance objectivity and provide a comprehensive analysis of the phenomenon under study, recognizing potential limitations in access and relationships. In conclusion, by promoting these principles, researcher can enhance the credibility and trustworthiness of their findings, thereby contributing to the advancement of knowledge in their respective fields.

Finally, data collection is conducted through several sequential steps. Initially, the researcher watches the movie and repeats it several times to ensure accuracy in data collection. Next, since the data source of this research is a movie, consisting of video and sound, what is done is to convert the data into writing or transcript. The change only modifies the form of the data. It is from audio to writing. There is no change in the utterance at all. Therefore what is written into the transcript is the same utterance in sound. Lastly, the collected data is then organized into various groups to be analyzed. In particularly, the disaggregated

data, which is critical to answering the research objectives, is highlighted in bold. The emphasis helps to direct the focus on the main objectives of the research and facilitates a more purposeful analysis.

3.4 Method of Analyzing Data

The data that has been collected for this study is analyzed using Sudaryanto's (2015) referential identity method, which is particularly suitable for studying utterances. This method, which is characterized by its focus on the pragmatic aspects of communication, requires a minimum of two participants in a communicative exchange. In this research, the data comes from a movie and is then examined in the context of the conversation. The referential identity method offers a framework in which the actions and responses of speakers and interlocutors can be systematically analyzed, which accounts for the dynamic nature of communication in the context under study.

The process of analyzing collected data involves several important steps. Understanding the context is paramount, as it provides invaluable insight into the intention behind each utterance. Next, Searle and Vanderveken' (1985) theory is applied to classify the various types of utterances identified. Finally, Yule's theory (2010) is employed to delve into the functions of these utterances, shedding light on their purpose and significance within the broader discourse.

3.5 Method of Presenting Research Result

There are two ways to display the results of a research. Research results can be shown in an informal and formal way (Sudaryanto, 2015). Formal way is the use of formulas, charts, graphs, tables, and images to display the data analysis results using rules, rules, or a pattern in language. Informal presentation way is the use of common language to convey data analysis findings. In this research, the presentations of the data are displayed in the informal way. After data analyzed, the results are displayed through written descriptions. Therefore, in this research there are no diagrams, calculations, or charts. Instead, the emphasis lies on descriptive narrative to convey the essence of the findings. Words become a tool to explain the data, with careful attention to explaining its context and classification. This approach not only offers a comprehensive overview of the research results, but also fosters a deeper understanding of the subject matter among readers.