CHAPTER III

RESEARCH METHODOLOGY

Research is an important part of studying language because it helps us understand how people communicate. In linguistic research, different methods are used to collect and analyze data about language use. The choice of research method depends on what the researcher wants to study, such as speech patterns, meaning, or social interactions. Some studies focus on real conversations, while others analyze written texts or experiments. Using the right research method helps researchers find clear and accurate results. To understand how language works, it is important to learn about different research methods and how they are used in linguistic studies.

3.1 Research Design

This research employed descriptive qualitative research approach. According to Creswell & Creswell (2018), qualitative research is a tool for examining and understanding the importance of individuals or groups to a human issue. Litosseliti (2018) defines qualitative data as words and utterances, whereas quantitative data is numbers. Meanwhile, Marshall & Rossman (2016) define the qualitative method to analysis as describing, categorising, or generalising. According to Taylor et al., (2016), qualitative method research produces a descriptive narrative essay. It can be said that qualitative research aims to understand human experiences through descriptive, narrative data rather than numerical analysis. In addition, this research used the movie's transcript as its data source. Data analysis entails shortening and

categorising. Finally, the results were submitted in writing. As a consequence, the qualitative research approach was applied in this research.

3.2   Object of the Research

The data source for this research was "Sonic the Hedgehog 2" movie. Sonic the Hedgehog 2 is a 2022 action-adventure comedy film based on Sega's video game franchise and the sequel to Sonic the Hedgehog (2020). It was directed by Jeff Fowler and written by Pat Casey, Josh Miller, and John Whittington, who adapted a tale by Casey and Miller. James Marsden, Ben Schwartz, Tika Sumpter, and Jim Carrey returned to their roles, while Colleen O'Shaughnessy and Idris Elba joined the group. Sonic and Tails must locate the Master Emerald before the nefarious Dr. Robotnik and his accomplice, Knuckles the Echidna. "Sonic the Hedgehog 2" movie achieved remarkable success both financially and in terms of fan and industry recognition. It grossed over $400 million globally, making it one of the highest-grossing video game-based movies at that time and surpassing the box office of its predecessor, Sonic the Hedgehog (2020). This performance reinforced its status as a standout film within the live-action video game adaptation genre.

"Sonic The Hedgehog 2" movie was used as the data source for this research because in the transcript of this movie provides a wide range of natural and dynamic dialogues between characters in various contexts. Deixis, which relies on understanding personal, spatial, and temporal references, can be effectively analysed because the interactions are embedded in clear visual and auditory

contexts that mirror real-life communication. The research focuses on deixis, namely the types and the functions. The theory proposed by (Huang, 2014) was utilised to analyse the categories of deixis and the functions of deixis was analyzed by utilizing the theory by (Jakobson, 1987).

3.3 Method of Collecting Data

This research employed the observational technique by (Sudaryanto, 2015) methodology. In addition, this study used a non-participatory approach proposed by (Sudaryanto, 2015) in which the researcher did not participate. Every utterances in the movie's transcript was observed by the researcher. Furthermore, three steps were took by the researcher to aid in data collecting,: first, watched and listened to the speech in the movie or its transcripts while employing a method known as shorting, which entails picking and analysing certain words relevant to the study question. The second acquired data from spoken words or dialogues, then identified and classified the problems that existed. The third element worth noting is that it analyses current data and changes it into more understandable formats.

3.4 Method of Analyzing the Data

The utterances that were utilised in this research were also included in the data identification procedure. In this research, the technique of pragmatic identification from Sudaryanto (2015) was used to analyse the data based on the theory. The researcher identified deixis in the transcript of the "Sonic The Hedgehog 2" movie. The theory by (Huang, 2014) was applied to identify the deixis

and the theory of was used (Jakobson, 1987) to identify the functions of deixis. The theory assisted the researcher to analyse any information on the categories of deixis and its functions found in "Sonic The Hedgehog 2" movie. Pragmatic identification in relation to contextual meaning was used to analyse the data that has been found from the movie because this approach emphasizes how meaning is shaped by context. Pragmatic identification allows the researcher to go beyond the literal or dictionary meaning of these terms by examining how they function in actual communicative situations.

3.5 Method of Presenting Research Result

In the last stage of the research method, the research examines the data and provides the results. In this research, the informal technique suggested by (Sudaryanto, 2015) was applied. Informal techniques involve explaining results in natural, everyday language without heavy technical jargon or complex statistical data. As a consequence, the readers will be able to understand the chosen subject more simply, thus the researcher will offer the results in descriptive phrases. So, it can be said that by using an informal technique, researcher make their findings easier to relate to and to be understand. This is especially helpful when sharing results with people outside of academic circles or when explaining data that needs more detailed context to be clear.