

CHAPTER III

RESEARCH METHODOLOGY

This chapter describes the research methodology used in conducting the study. It explains the overall research design, the object of the research, and the methods employed for collecting and analyzing data. The chapter also discusses the technique of presenting the results, ensuring that the procedures are systematic and aligned with the objectives of the study. Each section is designed to clarify how the research was carried out and to provide transparency, so that the findings can be understood and evaluated within an academic framework.

3.1 Research Design

This research adopts a descriptive qualitative design, which is particularly suited for analyzing linguistic phenomena in context. Creswell and Creswell (2018) define qualitative research as an approach focused on exploring and understanding the meanings individuals or groups assign to social or human problems. This method emphasizes detailed, contextual analysis, often utilizing textual or observational data. Meanwhile, Litosseliti (2010) highlights that qualitative research answers “what” and “how” questions, providing a deeper understanding of processes and phenomena through rich descriptions. Similarly, Denzin and Lincoln (2017) describe qualitative research as a set of interpretive practices that analyze cultural and social contexts, enabling researchers to capture the complexity of interactions and meanings within specific settings.

The convergence of these expert opinions underscores the value of descriptive qualitative research for this study. The approach is chosen because it enables the researcher to systematically describe and interpret positive politeness strategies as they occur naturally in the dialogues of the “Kung Fu Panda” movie. By focusing on the content and context of characters’ interactions, this method facilitates an in-depth exploration of how these strategies contribute to narrative progression and social relationships within the film.

3.2 Object of the Research

The object of this research is the animated movie “Kung Fu Panda”, produced by DreamWorks Animation. This film was chosen because of its global popularity, engaging storyline, and the depth of its characters, which make it a rich source for linguistic analysis. “Kung Fu Panda” also gained international recognition through several prestigious award nominations, including at the Annie Awards for Best Animated Feature and at the MTV Movie Awards for Best Virtual Performance by Jack Black. It also won an ASCAP Award for its musical score by Hans Zimmer. These achievements highlight the film’s artistic and cultural value, further supporting its relevance as a data source for analyzing politeness strategies in cinematic dialogue.

This study specifically focuses on analyzing the dialogues and interactions of the characters in Kung Fu Panda 3 to identify the use of positive politeness strategies, based on Brown and Levinson’s (1987) theory. By examining these interactions, the research aims to understand how positive politeness strategies function within the narrative, particularly in fostering relationships, strengthening

social connections, and contributing to character development. The analysis also considers the factors influencing the use of these strategies, such as social distance, power relations, and the need to maintain harmony in communication.

3.3 Method of Collecting Data

The observational method, as outlined by Sudaryanto (2015), is well-suited for this research because it allows the researcher to collect data through careful observation without participating in the interactions. This method is effective for analyzing film dialogues, as it enables a focus on the natural use of language and social interactions. The non-participatory technique ensures that the researcher remains an observer, which minimizes bias and preserves the authenticity of the data. Additionally, the note-taking technique is employed to systematically record observations and dialogues relevant to the study of positive politeness strategies.

The data collection process involves three steps. First, the researcher watched the entire “Kung Fu Panda” movie to gain a comprehensive understanding of its context and nuances. Second, during this viewing, detailed notes were taken, and all pertinent dialogues were transcribed as raw data. Finally, the collected data were highlighted according to the types of positive politeness strategies observed, using Brown and Levinson’s theory.

3.4 Method of Analyzing Data

This research employed the referential identity method with the competence-in-equalizing technique (Sudaryanto, 2015). This method was chosen because it focuses on identifying the reference of utterances in relation to their context, which makes it suitable for analyzing dialogues in a film. By applying this

approach, the researcher was able to observe how language refers to people, actions, or situations, and how these references reveal the use of positive politeness strategies in maintaining social relationships.

The analysis involved several steps. First, the researcher classified and equalized the data, identifying instances of positive politeness strategies. Next, the context of each dialogue was explained, taking into account factors such as speaker relationships, power dynamics, and situational variables. Finally, the identified data were analyzed to determine both the types of positive politeness strategies and the factors influencing their use in the film “Kung Fu Panda,” providing insights into the characters’ communication methods.

3.5 Method of Presenting Result Analysis

After analyzing the data, the research findings are presented using informal methods (Sudaryanto, 2015). This approach is chosen because it allows for a descriptive presentation of the data, without relying on graphs or charts, making the findings straightforward and easy to interpret. Given the qualitative nature of the study, all results are articulated in words and sentences, organized into paragraphs, and discussed narratively. This narrative presentation aims to enhance reader comprehension of the analysis outcomes, facilitating a clearer understanding of the research.