

CHAPTER III RESEARCH METHOD

3.1 Research Design

This research employs a descriptive qualitative approach to investigate the impoliteness strategies utilized in the film *Fast and Furious 6*, analyzed from a pragmatic perspective. The qualitative method was chosen because it produces descriptive data in the form of written or spoken words from individuals and observed behaviors, thus allowing researchers to understand the meaning behind the speech and behavior of the characters in a natural context. This approach emphasizes the importance of the process, not just the end result, and prioritizes the meaning contained in the data that is analyzed inductively (Creswell, 2003).

According to Creswell (2003), qualitative research aims to explore and understand the meaning that individuals or groups give to a social or humanitarian problem. Thus, qualitative method is very relevant to be used in this study because the researcher wants to observe, interpret, and understand the impoliteness strategy based on the utterances in the movie, not just counting the frequency of its occurrence. The data used is non-numerical data, such as explanations, opinions, or views on a phenomenon, so that it is in accordance with the research objectives.

This research refers to Creswell's (2009) opinion that qualitative research is exploratory and is used when the factors and conceptual basis of a topic are still not clearly known. Through this approach, researchers can explore the complexity of human experience and understand the essence of a phenomenon as perceived by the participants, or in this context, the characters in the movie. The qualitative approach

allows researchers to gain a deep understanding of social phenomena through holistic descriptions, emphasizing the importance of the research subjects' perspectives and the process of interpreting the meaning they give to their experiences.

Data collection is carried out using non-participatory observation techniques, where the researcher observes the movie *Fast and Furious 6* directly without participating in the production process. The initial stage involves thoroughly watching the movie to understand the context and situation in each scene. Next, the researcher reads and reviews the movie dialogue transcripts to identify utterances containing impoliteness strategies. The data found are then recorded and classified according to the research focus.

The documentation technique is also used by recording and categorizing relevant data to facilitate the analysis process. This approach allows researchers to collect data in the form of text and the context of dialogue that appears in the film as a narrative work of art. The data analysis is conducted systematically by organizing, categorizing, and interpreting the meaning of utterances containing disrespect strategies. Therefore, this descriptive qualitative research design allows researchers to provide a detailed and in-depth description of the impoliteness strategies in the *Fast and Furious 6* movie, as well as to understand the meaning and pragmatic function of the utterances used by the characters in their social interactions.

3.2 Object of The Research

This research uses the movie *Fast & Furious 6* as the main data source. This movie was chosen because it contains various dialogues and interactions between characters that show real examples of impoliteness strategies in the context of complex and dynamic daily communication. The data analyzed are utterances that contain elements of impoliteness, both explicitly and implicitly, which appear in various social situations and power relations between characters.

This study is grounded in two principal theories proposed by Culpeper: the theory of impoliteness strategies (1996) and the functions of impoliteness strategies (2011). According to Culpeper (1996), an impoliteness strategy constitutes a deliberate action aimed at attacking the interlocutor's face, which contrasts with politeness theory that focuses on face-saving. Culpeper categorizes impoliteness into five main types: bald on-record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withholding politeness. These strategies represent various ways in which face-threatening acts are performed to challenge social norms and expectations in communication. Furthermore, Culpeper (2011) identifies three primary functions of impoliteness strategies: affective, coercive, and entertaining. This theoretical framework provides a comprehensive basis for analyzing how impoliteness manifests and functions within social interactions, particularly in the context of this study's focus on film dialogue.

This study combines two theoretical frameworks with the aim of identifying and thoroughly analyzing how impoliteness strategies are employed, their functions, and how they are conveyed by characters in the film. The analysis goes

beyond merely categorizing the types of strategies that appear; it also examines the social context, power relations, and communicative intentions underlying the use of impoliteness. Through this research, the understanding of Culpeper's theory regarding the strategies and functions of impoliteness is expected to expand, particularly within the context of film as a medium that reflects complex and conflictual social interactions. Additionally, this study contributes to the broader fields of pragmatics and language studies in popular media by providing deeper insights into how impoliteness operates in cinematic discourse.

3.3 Method of Collecting Data

According to Creswell (2014), the researcher's strategy is data gathering information from recordings of both sound and visuals and printed products such as photographs, pictures, and paintings. The method of data collection used in movie "*Fast and Furious 6*" for studying impoliteness strategies incorporates a systematic approach that ensures essential information is acquired and documented appropriately.

Firstly, the researcher selects particular scenes from the movie that are thought to be relevant to the study of impoliteness strategies. These scenes are carefully selected based on their ability to highlight instances of impoliteness as well as their compatibility with the research aims. The researcher can focus on the most significant and informative examples of impoliteness depicted in the film by deliberately picking scenes.

After identifying the scenes, the researcher begins transcribing them. Transcription entails writing down the spoken speech and accompanying actions

from the selected scenes. This stage guarantees that the researcher has a verbatim record of the conversations, enabling detailed analysis of the language and nonverbal indicators that contribute to impoliteness. Transcription lays the foundation for the succeeding steps of data analysis.

3.4 Method of Analyzing Data

In this study, data analysis was conducted using the pragmatic identity method as described by Sudaryanto (2015) . This method was chosen because the data analyzed are utterances that have a pragmatic context, where the role of the interlocutor and the context of interaction determine the meaning and function of the utterance. The pragmatic identity method emphasizes how the utterance delivered by the speaker triggers a certain reaction from the listener, so it is suitable for analyzing the incivility strategies in the dialogue of *Fast & Furious 6*.

The primary elements of analysis in this study are the speaker, the listener, and the context of the interaction. Data identification is conducted by classifying utterances according to the types of impoliteness strategies outlined by Culpeper (1996) and the functions of these strategies as described by Culpeper (2011). This approach enables the researcher to examine the relationship between each utterance and the reaction or effect it elicits, thereby providing a comprehensive understanding of the pragmatic phenomena under investigation.

In addition, the equalizing technique was applied using pragmatic competence, as recommended by Sudaryanto (2015). This technique involves comparing the data with relevant theoretical frameworks to ensure that the analysis remains firmly grounded in established pragmatic theory. In this study, the

utterances *from Fast & Furious 6* were aligned with Culpeper's (1996) types of impoliteness strategies and Culpeper's (2011) functions of impoliteness strategies. This comparative approach allows the researcher to thoroughly analyze each instance of impoliteness in terms of both its type and its communicative purpose.

The data analysis process was conducted through several systematic stages. First, the researcher performed data reduction by selecting only utterances relevant to the research focus to avoid redundant or unrelated data. Next, each selected utterance was contextualized by describing the situation, the relationship between the characters, and the social setting in which the incivility occurred. The subsequent step involved categorizing the utterances based on Culpeper's (1996) types of impoliteness strategies, namely bald on-record, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withholding politeness. Additionally, the functions of the utterances were analysed according to Culpeper's (2011) classification, which includes affective, coercive, and entertaining functions.

The researcher then interpreted the data by considering the social context, power relations, and the narrative purpose behind the use of impoliteness strategies in the movie. Finally, the analysis was concluded by highlighting the types and functions of the impoliteness strategies found, as well as their significance within cinematic discourse. By applying the pragmatic identity method and the equalization technique, this study produces a systematic and theoretically grounded analysis, thereby providing a deep and detailed understanding of the impoliteness strategies in *Fast & Furious 6*.

3.5 Method of Presenting the Research Result

The method of presenting research results used in this study employs an informal approach. This approach was chosen because the research findings are presented through descriptive words and sentences, making it easier for readers to grasp the essence and meaning of the results clearly and coherently. According to Sudaryanto (2015), the informal method is a way of presenting information that relies on verbal or written narratives without the use of complicated tables or graphs, allowing the information to be conveyed naturally and easily understood.

In this study, the results of the analysis of impoliteness strategies in the movie *Fast & Furious 6* are presented in a narrative form, providing a comprehensive explanation of the types and functions of these strategies, complemented by direct quotations from the movie dialogue as illustrations. This presentation enables the researcher to elaborate on the social and pragmatic contexts that influence the use of these strategies, thereby giving the reader a complete understanding of the phenomenon under investigation. The use of informal methods also aims to enable readers to quickly understand the research findings without having to navigate overly technical or complex data presentations. Therefore, this approach is highly suitable for qualitative research, which emphasizes meaning and interpretation within the context of communication between characters in films.