CHAPTER III

RESEARCH METHOD

This chapter covers the research method which includes type of research, data sources, data collection, and data analysis.

3.1 Type of Research

In this study, the writer used qualitative approach to gather and analyze the data because it contained data which were unmeasured mathematically. Qualitative research investigates the quality of relationships, activities, situations, and materials. It focuses on understanding the context and attempts to explain the intentionality of behaviors. (Ary, et al. 2010)

There are many different types of qualitative research. Ary, et. Al (2010:29) explains that qualitative approach has eight designs which most widely used in research: basic interpretative studies, case studies, document or content analysis, ethnography, grounded theory, historical studies, narrative inquiry, and phenomenological studies. According to Ary, et. Al (2010:30) document or content analysis focuses on analyzing and interpreting recorded material to learn about human behavior. The material may be public records, textbooks, letters, films, tapes, diaries, themes, reports, and other document.

This study was classified into document or content analysis because writer conducted the study by taking analysis of the utterances taken from the movie entitled *300*. This study analyzed and interpreted the utterances to learn human behavior represented by the main character of the movie named King Leonidas.

3.2 Data Source

The data of this study were utterances uttered by the main character of movie entitled *300* "King Leonidas" containing face-threatening acts which appeared on his dialogues with other characters. The data were obtained from the original movie script entitled *300* taken from http://subscene.com/subtitle/download. The study was conducted by transcribing the movie script of main character's *"King Leonidas"* dialogue from the original text of *300* to answer the analysis of strategies in performing FTAs from the utterances of main character *"King Leonidas"* which appeared in a whole movie.

3.3 Data Collection

Data collection is important to determine the result of the study. In this study the procedures used in collecting the data were as follows:

1. Watching the movie entitled *300*.

2. Downloading the movie script from http://subscene.com/ to identify the utterances containing FTA on positive face and negative face.

3.4 Data Analysis

After collecting data, the obtained data would be analyzed to answer the problems of the study. Ary et al. (2010) state that data analysis is a process to make the data arranged systematically in order to increase researchers' understanding of the data and to enable them to report what they learned to others. In this study, the process of analyzing the data was focused on Miles and Huberman's theory of qualitative data analysis (1994). The process of data analysis was divided into three stages: Data reduction, data display, and drawing conclusion and verification.

1. Data Reduction

According to Miles and Huberman (1994, p.10), data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data. The further process is needed to be inducted to sharpen the data such as writing summaries, coding, teasing out themes, making cluster, making partition, or making memos. In this study, the steps of reducing data were as follows:

a) Transcribing the movie script of *300* consisting the utterances from the main character *"King Leonidas"*

b) Coding the utterances of *King Leonidas* based on the arrangement found in the movie script dialogue. The first dialogue in the movie will be coded as D1 (Dialogue 1). The second utterance will be coded as D2, and so on. The data were

also coded by coloring the utterances containing face-threatening acts in green.

c) Clustering the utterances of *King Leonidas* into positive and negative FTA based on the theory of politeness proposed by Brown and Levinson (1987).

d) Organizing FTA strategies used by *King Leonidas* based on Brown and Levinson's (1987) theory of FTA strategies.

2. Data Display

The second process of data analysis was data display. Miles and Huberman (1994, p.11) state that a display is an organized, compressed assembly of information that needs conclusion drawing and action. The data must be displayed in order to make information accessible to be reported. In this study, the data would be displayed in a form of table containing code, utterances, and FTA strategies used by *King Leonidas* in his conversation with other characters in the movie. The table could be seen below:

Table 3.1 FTA performed by main character of *300* movie, *King Leonidas*.

NO	CODE	UTTERANCE	FTA STRATEGIES			
			BALD-ON	POSITIVE POLITENESS	NEGATIVE POLITENESS	OFF-RECORD

3. Drawing Conclusion and Verification

The last process of data analysis was drawing conclusion and verification. Miles and Huberman (1994, p.11) state that analyst begins to explain and interpret the data after collecting them such as noting regularities, patterns, explanations, possible configurations, causal flows, and propositions. In addition, verification might be as a brief information and interpretation by writer with a short statement to the field notes, or it might be thorough and elaborate with long argumentation and reviewed among colleagues, also had consultation with the experts. In this study, the conclusion was drawn after analyzing the FTA strategies used by *King Leonidas* in his conversation with other characters.