

CHAPTER III

RESEARCH METHODS

In this chapter, the writer discussed the methods, which were used in the study, including the type of research, data source, data collection, credibility and dependability, and data analysis.

3.1 Type of Research

In this study, the writer used the qualitative approach since the study concerns with the context within the film of *Bee Movie*. Ary et. al (2002, p. 442) show in their book that the purpose of content or document analysis is identifying specified characteristics of written or visual material. Textbooks, newspaper, speeches, television programs, advertisements, musical compositions or any of host types of documents are some kinds of materials that can be examined. Then, the type of research is a content analysis since the data are the contexts on the *Bee Movie* displayed in visual object.

3.2 Data Source

The main data of this study are utterances produced by the human main characters in the movie entitled *Bee Movie* that contain speech acts which then being analyzed using illocutionary acts. The characters are Vanessa, a florist who has close relationship with a bee and plays significant role in this movie, and Ken (Vanessa's boyfriend), who always feel disturbed by the bee. The data sources are

the script of *Bee Movie*, which is taken from http://www.joblo.com/scripts/script_beemovie.pdf and the movie itself.

3.3 Data Collection

The object that was analyzed in this study was the script of *Bee Movie*, therefore the main instrument for collecting the data was the writer herself.

Pertaining to Ary et. al (2002, p. 424), the primary instrument for gathering and analyzing the data in qualitative studies is the human investigator. The data were collected through script reading and the steps of collecting the data were:

1. Watching *Bee Movie*
2. Browsing the *Bee Movie* script from the internet
3. Reading the script of *Bee Movie*
4. Making a list of the utterances containing illocutionary acts produced by human main characters
5. Arranging the data systematically based on the plot of the story goes on.

3.4 Credibility and Dependability

Credibility and dependability are both concerned with the accuracy or truthfulness of the findings and the consistency in the extents of the explanation.

They are required to be checked to reduce the writer's bias and prejudice. Based on the study design, participation, and context, the credibility or truth-value involves how well the researcher has established confidence in the findings (Ary et. al, 2002: 452). Therefore, the writer applied theory of triangulation to check

the trustworthiness of the data analysis. The writer used the theory of Austin (1962) and Searle (1969) about speech act.

3.5 Data Analysis

The following are the steps of analyzing the data:

1. Finding out the illocutionary acts produced by the human main characters of *Bee Movie*
2. Finding out the felicity conditions of each illocutionary acts
3. Finding out the perlocutionary acts produced by the hearer as the responses of the illocutionary acts
4. Making conclusion based on the result of the analysis.

