

CHAPTER III

RESEARCH METHODOLOGY

This chapter deals with four main subchapters, they are type of research, data source, data collection, and data analysis.

3.1 Type of Research

The researcher used qualitative approach to do this research considering that the research is a text analysis and focuses on meaning. According to Berg (1989) qualitative research refers to the meaning, concepts, definitions, characteristics, metaphor, symbols and description of things. Besides, this research was not measured mathematically. In the other words, it does not deal with numbers. The qualitative research deals with data that are in the form of words, rather than number and statistic (Ary et al, 2002).

This study is classified as a document analysis because the researcher used utterances in “Django Unchained” movie script as the data sources on doing this research. Ary et al (2002) explain that “document analysis is a research method applied in written or visual materials for the purpose of identifying specified characteristics of the material.” The materials can be textbooks, newspapers, speeches, television programs, advertisements, musical compositions, or any other types of document.

3.2 Data Sources

The data for this research were the utterances which appeared on the dialogue between Django and Dr. Schultz in “Django Unchained” movie. The dialogue was taken from the movie script which was downloaded from <http://subscene.com/subtitles/django-unchained/english/707360>. The utterances which contain politeness strategies selected from the dialogue which had been analyzed by the researcher by using Brown and Levinson’s politeness strategies.

3.3 Data Collections

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 “Django Unchained”
2. Downloading the movie script from <http://subscene.com/> and matching the subtitle with the movie
3. Separating the dialogue of Django and Dr. Schultz from the movie script into a data which was displayed on appendix
4. Finding utterances which contain politeness strategies and put it into a table framework.
5. Separating the mostly used politeness strategies which are performed by Django and Dr. Schultz in table framework on Finding chapter.

3.4 Data Analysis

The collected data was checked in order to make the data credible and dependable by using triangulation data. The data which had been downloaded from the internet was checked and compared with the script in the movie.

Credibility and dependability were obtained by checking the data in order to make the data valid and consistent and also to reduce the researcher's biased opinion.

Data analysis was divided into three parts: identifying the politeness strategies, describing the data and drawing conclusion.

1. Identifying the mostly politeness strategies

First, the researcher identified the data which are conversations between Django and Dr. Schultz from the selected document shown in the appendix. Then the researcher took some utterances contain politeness strategies which are mostly used and put it into the data analysis framework. This step is also called data reduction.

2. Describing the mostly used politeness strategies which appeared and analyzing the factors

In this step, the researcher displayed all the utterances which contained the mostly used politeness strategies and made analysis based on the problem of the study. The researcher had two problems of the study, it means that the researcher analyzed the data in two steps. The first step was answering the first problem. The researcher displayed the politeness strategies which are mostly appeared in a table framework. In doing this analysis, the researcher had used Brown and Levinson's politeness strategies which contain four strategies those are: bald on-record,

positive politeness, negative politeness and off-record to find the strategies which are mostly used and put the whole analysis in appendix. The researcher separated the utterances according to the speaker, ScZ for Dr. Schultz and DjO for Django.

The second step is answering the second problem. All utterances which contain politeness strategies were analyzed one by one to find some factors which influence the speaker. The researcher used contextualism theory to find context-sensitive utterances. The context-sensitive utterances was analyzed to find the truth/fact (true belief) context behind the utterances. The context behind each utterances is the factor that influence the speaker to use that strategy.

3. Drawing Conclusion

The researcher concluded all the results of his study into a shorter explanation. He explained again the finding in a concluding sentences. The researcher gave explanation and interpretation about the data based on the theory of politeness strategies by Brown and Levinson's (1987) and the theory of contextualism by De Rose's (2009).