

CHAPTER III

RESEARCH METHODS

This chapter discusses of the methods that used in conducting this study.

This chapter consists of the type of research, data source, data collections, and data analysis.

3.1 Type of Research

This study used qualitative approach because the data is in word form which cannot be measured with number. Based on Ary et al (2010), “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, p. 29) argues that, “There are many different types of qualitative research which are most widely used namely basic interpretative studies, case studies, document or content analysis, ethnography, grounded theory, historical studies, narrative inquiry, and phenomenological studies.” Since the data of this study is the transcription of dialogs between the main characters in this film, therefore the type of research that used is content or document analysis.

Ary et al. (2010, p. 30) states, “Content or document analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics of the material. The materials analyzed can be textbooks,

newspapers, web pages, speeches, television programs, advertisements, musical compositions, or any of a host of other types of documents.”

3.2 Data Source

The data for this study was taken from the movie script entitled *Sherlock*

Holmes: The Game of Shadows. The writer chooses face threatening act because in daily speaking people always use it and the writer wants to proof that in the movie FTAs does exist as in real life. And then, the writer chooses *Sherlock*

Holmes: The Game of Shadows movie in conducting research because the writer wants to know if there is difference in using face threatening acts between two opposite relation, those are partnership between Sherlock Holmes – Dr. John Watson and hostility between Sherlock Holmes – Professor Moriarty. The data for the research is utterances or dialogues which containing face threatening acts and politeness strategies used by the main character which appeared in the movie. The research was conducted by transcribing the movie script of main character dialogue from the original text. However, the writer is only focus on the conversation between Sherlock Holmes, Dr. James Watson and Professor Moriarty. These three characters have different relation between them and their utterances contain a lot of kinds of FTA and politeness strategies.

3.3 Data Collection

Data collection method is a method that used to gather or collect the data.

A clear and obvious explanation in data collection method is necessary to make the readers understand how the writer can reach the result and conclusion.

The main instrument of this study is the writer herself because the most appropriate approach for this study is qualitative approach. It means that the researcher herself who done both, data collection and analysis processes. To collect the data, the writer watched the *Sherlock Holmes: The Game of Shadows* movie. After obtained the videos, the writer then downloaded the original script.

Then the writer read all of the transcriptions and analyzed and decided which utterances contained FTAs (Face Threatening Acts). Last is the writer made list of utterances which were categorized as the strategies of Face Threatening Act (FTA) based on Brown and Levinson theory (1987). The steps were used for collecting the data are listed as follows:

1. watching the movie entitled *Sherlock Holmes: The Game of Shadows*
2. downloading the original script at April 05, 2013
3. reading the transcription
4. making a list of utterances which contains acts threatening face and politeness strategies.

3.4 Data Analysis

After collecting the data, the writer analyzed the data as final step. Data analysis based on Ary et al (2010) theory 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 order to conduct data analysis, the writer used theory of qualitative data analysis by Miles and Huberman (1994). Miles and Huberman assert that, the point of the analysis

divided in three processes: data reduction, data display, and conclusion drawing and verification.

1. Data Reduction

The process of reducing data is refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data (1994, p.10).

The process in data reduction conducted to make the data sharper. In this study, the steps that writer used in reducing data were as follows:

- a. transcribing *Sherlock Holmes's* movie script which includes utterances of main characters, *Sherlock Holmes*, *Dr. John Watson*, and *Professor Moriarty*.
- b. highlighting utterances containing face threatening acts and politeness strategies.
- c. organizing FTAs that performed by main characters based on Brown and Levinson's theory.
- d. categorizing politeness strategies used by main characters based on Brown and Levinson theory of FTA strategies.

2. Data Display

Within displayed the data, the writer built a table containing utterances, act threatening face, and politeness strategies used by the main character in his conversation with other characters in the movie. Miles and Huberman (1994, p.11) states, "A display is an organized, compressed assembly of information that needs conclusion drawing and action." The

data must be displayed in order to make the information easy to report.

The example of tables is:

No.	Utterance	Act Threatening Face		Politeness Strategies	
		(+)	(-)	(+)	(-)
1					
2					
3					

3. Conclusion Drawing and Verification

The last process was drawing conclusion and verification. In this process, the writer gave brief explanation and interpretation about the data based on the theory of Brown and Levinson that the writer studied before.

According to Miles and Huberman (1994, p.11), "Analyst begins to explain and interpret the data after collecting them such as noting regularities, patterns, explanations, possible configurations, causal flows, and propositions." Conclusion drawing was done after analyzing face threatening acts performed by the main characters in their conversation.

In verification process, the writer gave interpretation with a short statement or it might be elaborate with long argumentation. In the end, the writer and the reader are left with new information and curiosity about the connection between the study and data object.