

CHAPTER III

RESEARCH METHOD

A. Research Design

This research used descriptive qualitative to describe the phenomenon of women's language by the characters Elsa and Anna in the Frozen II movie. This research used a content analysis approach as the Frozen II movie is the source of this research. The content analysis focused on recorded human artifacts, for example, manuscripts, voice recordings, and journals (Crosley, 2021).

Content analysis was used since the method was practically well suited to the research process. Babbie (1986) said that content analysis may be applied to a virtual form of linguistic communication to answer the classic question of who says what to whom, why, how, and with what effect (as cited in Downe-Wamboldt, 1992).

The content analysis method is used to systematically summarise qualitative data in a quantitative way. During the analysis, the researcher quantifies (counting) and analyze (examining) the presence, meaning, and relationships of words and concept, to make inferences about the messages. There are some steps that are involved in the content analysis. First, the researcher read through the content or examines the data. The data is the transcript form. Second, the researcher identifies the data. The data would analyzed by the researcher by using the analysis content technique with the

discourse analysis model. Finally, the researcher summarises the data in the table frequency (Short in psychology, 2018).

Kerlinger (1986) defined content analysis as a method of studying and analyzing communication in a systematic, objective, and quantitative manner for the purpose of measuring variables (as cited in Prasad, 2008). This research focused on analyzing women's language used by Elsa and Anna in Frozen II movie.

The object of this research used a 2019 Disney Movie, namely Frozen II as the data source. The movie was directed by Chris Buck and Jennifer Lee. This movie is about 1 hour and 43 minutes and was released on November 22nd, 2019. The data of this study can be in the form of words, phrases, clauses, and sentences that show the features and functions of women's language performed by the characters in Frozen II movie.

The research instrument is important to obtain the data of a study for setting a method which is used to collect the data (Annum, 2015). The researcher is the instrument in this research since it was the researcher who decided the topic until chose the instrument. The researcher focused on observing women's language features and functions as the main data of the research. The researcher also discussed the research with the supervisors to validate the data.

B. Data Collection

This data collection is the process of gathering and measuring information for this research. Talbot (1995) states that data collection begins

with the researcher deciding from where and from whom data would be collected. The data about the utterances of the characters were collected by following some steps. These steps are following the analysis content lead. In the first step to gather the data, the researcher looked for the transcription of the movie and then read it. The second step was watching the movie from the MP4 file downloaded several times to make sure their utterances used women's language. After watching the movie, the researcher listened, focus on Elsa and Anna's language, and matched the language with the transcription which contains all characters' dialogue that the researcher found. In this stage, the research made dialog categories for Elsa and Anna's utterances. After that, the researcher recomposed only Elsa and Anna's transcription. The final, the researcher analyzes which Elsa and Anna's utterances use women's language features. In this step, the researcher would check the result many times to make sure the finding.

To make it crystal clear, the researcher also used an observation checklist. The observation checklist was a list of items that the researcher used when observing the data. In this step, the researcher listed Elsa and Anna's utterances on Elsa and Anna's utterances coloum along with the features that Elsa and Anna might use.

C. Data analysis

The researcher used a discourse analysis model with a content analysis technique to analyze the transcript of Elsa and Anna's utterances. After recomposing Elsa and Anna's transcription, the researcher typed Elsa and

Anna's utterances on the observation checklist in a form of a table that has made. At that time, the researcher classified the utterances, analyzed the utterances, and put a checklist mark on the suitable feature.

The table below is provided an observation checklist of Elsa's utterances using women's language features. This table would help the researcher to find out the result of the women's language used by Elsa.

Table 3.1

example of Elsa's utterances checklist (Adapted from Apastyle, n.d.)

Elsa's Utterances	Women's Language Features									
	L/F	TQ	RI	EA	PCT	I	HG	SF	AS	ES
.....										
.....										

Since the researcher researched on Elsa and Anna's utterances in women's language features, so does Anna have the same kind of table checklist. This table checklist will be reminded as a result of this finding.

Table 3.2

example of Anna's utterances checklist (Adapted from Apastyle, n.d.)

Elsa's Utterances	Women's Language Features									
	L/F	TQ	RI	EA	PCT	I	HG	SF	AS	ES
.....										
.....										

L/F = Lexical Hedges/Fillers
TQ = Tag Questions
RI = Rising Intonation
EA = Empty Adjectives

PCT	= Precise Color Terms
I	= Intensifiers
HG	= Hypercorrect Grammar
SF	= superpolite forms
AS	= Avoidance of Strong Swear Words
ES	= Emphatic Stress

Furthermore, the result of this research is shown in the next chapter that answers the first question. To answer the second research question, the researcher read any related theories from books, articles, and journals related to women's language to elaborate the answer. To make the answer to the second question clear, the researcher will explain it in the finding as well.