

CHAPTER III

RESEARCH METHOD

A. Research Design

To achieve the purpose of a research, the appropriate method will be used in this research. In this research, the researcher conducted a descriptive method of research. Descriptive method has several characteristics, this method always has activities of recording then describing, analyzing and interpreting the conditions being studied (Mardalis, 2003). The researcher chose the qualitative descriptive method because this was in accordance with the research that the researcher carried out because the data collected was more words or pictures than numbers, the data obtained usually comes from observations or interviews or documentation conducted by researcher, the results of data analysis were also in the form of an explanation relating to the situation under study and presented in the form of a narrative description. This research will also used qualitative method because the data were form of sentences taken from the drama episodes which contain style-shifting of a character and explained descriptively.

Qualitative research is descriptive which the data is collected in the form of words or pictures rather than numbers. Data in the form of quotes from documents, field notes, and interviews or excerpts from videotapes, audiotapes, or electronic communications are used to present the findings of the study (Bodgan & Biklen, 1982). Moreover, qualitative research has

few characteristics. Some of them are: studies in qualitative method are carried out in naturalistic settings, in qualitative the researchers ask broad research question designed (Lodico, Spaulding, & Voegtle, 2010).

B. Research Setting

The researcher was conducted this research for about two months starting from October to December 2020. The setting of this research is taken based on the place told in this drama, namely, Storybrook because this was documentary research.

C. Participants / Subject

In this research, the researcher chooses the subject of the research as source of the research information. The subject of this research is the utterance of a drama character named Rumpletiltskin that contained kinds of style-shifting in the first ten episodes of Once Upon A Time Drama Series season 2. These episodes include the data that researcher wanted to find and recover for the research.

D. Data

1. Data

The data in this study is the utterance of a character named Rumpletiltskin in only first-ten episodes of the drama series "Once Upon A Time" season two which is then changed into dialogue transcript. Of the 22 episodes the researcher only took the first 10

episodes because of the 10 episodes there were many appearances of the subject to be researched. The specific thing that will be observed and analyzed is the utterances that consist of words, phrases, and clauses, and sentences of Rumpletiltskin in the drama that only contain a style-shifting element.

1. Source of Data

The data were taken from the 'Once Upon A Time Season 2' Serial Drama created by Edward Kitsis and Adam Horowitz which was broadcast from 2013 to 2018 on American television broadcast 'ABC' with 22 episodes in this second season but only the first ten peisodes that researcher took for gaining the data.

E. Technique of Data Collection

As the data in the video form and its transcript as texts or subtitle, so the researcher used document and record analysis techniques, these techniques were used to collect the data from first ten episodes of 'Once Upon A Time' season two that have been already downloaded from the Movie website with the subtitle in it.

Practically, there were three steps of process of collecting data as follows:

2. First, the video is downloaded from movie website, and then the researcher watched and listen the video for several times to find out the data that will be studied.
3. Second, the researcher read the English subtitle that was already downloaded from the website and compare with what is spoken in the video.
4. Third, the researcher collects the resources that are needed to process out the data in the form of documents and records.

F. Data Analysis

There are five steps that were done to analyze the data. They are compiling, disassembling, reassembling, interpreting, and concluding (Yin, 2011).

1. Compiling

The data would gather by document and record technique. The researcher downloaded the video of 'Once Upon A Time' season two included the subtitle as well. Then, the researcher observed the video and the subtitle to find out the style-shifting that Rumpletitskin used in his speech.

2. Disassembling

Disassembling may allow the researcher to compile the data into smaller portion by assigned codes to the data. The researcher categorized the data into several parts and set the code by giving:

- a. Every episode of Once upon a time season 2 will be initialed in the order as episode 1 will be written as video 1, episode 2 was written will be written as video 2, episode 3 will be written as video 3 and so on.
- b. The numbers of sentences that contains Style-shifting would be written as Sc1 (Sentence 1) for the first argumentation. The Sc2 (Sentence 2) for the second argumentation. Sc3 (Sentence 3) for the third argumentation and so forth.

3. Reassembling

In this part, the researcher rearranged and recombined the style-shifting into several parts based on types of style-shifting by depicting the style-shifting sentences into checklist rubric table as showed in appendices section.

4. Interpreting

In this part, the researcher analyzed the style-shifting based on the theory in this research. Then, the researcher interpreted the style-

shifting by comparing the theories of the research with findings of the research.

5. Concluding

On this last step, the researcher drawn the conclusion and described it based on interpretation and findings of the research.