

CHAPTER III

RESEARCH METHOD

A. Research Design

Considered the purpose of the research and the nature of the problem, this research using a Descriptive Qualitative Research. Qualitative Research is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research. Qualitative Research is also used to uncover trends in thought and opinions, and dive deeper into the problem.

According to Shank (2002), “qualitative research is a form of systematic empirical inquiry into meaning” (p. 5). By systematic he means “planned, ordered and public” (it means we have to planned what we research, do it of what we’ve been planned before, and deliver it to the public), following rules agreed upon by members of the qualitative research community. By empirical, he means that this type of inquiry is grounded in the world of experience. Inquiry into meaning says researchers try to understand how others make sense of their experience.

Furthermore, Denzin and Lincoln (2000) claim that the qualitative research involves an interpretive and naturalistic approach: “it means the settings should be natural as possible, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them” (p. 3).

In other words, qualitative design is a one of the kind of research that usually needs natural approach and also thinks deeper into the problem.

B. Subject and Object of the Research

1. Subject

The subject of this research is the language style used by Pete Dunham in Green Street Hooligans film.

2. Object

The object of this research is Pete Dunham in Green Street Hooligans film.

C. Research Instrument

According to Sugiyono (2011), “research instrument is a tool that is used to measure nature phenomenon or social which is observed” (p. 102). In qualitative research, the instrument of the research is the researcher himself, therefore as a human instrument, the researcher is able in determining the research focus, choosing data source and also collecting the data. Also, the researcher must classify the data, giving the evidence of the data and analyze them. In finishing the research, the researcher has to make the conclusion of data analysis.

In this research, the researcher will use documentation method to collect the data.

D. Source of Data

The data of this research is taken from the film and the script of Green Street Hooligans film. Hornby (2011), stated that data is information of fact. In other words, the data is very important in finding and solving the problem of the research itself (p. 109). It is necessitated for researcher because the data is the basic element which is needed in research.

E. Data Collection Method

According to Sugiyono (2015), “techniques of collecting data is the main part in research, because the main objective from research is getting the data. Without knowing the technique of collecting data, the researcher will not get the data” (p. 308).

These are following steps to collect the data :

1. Watching and observing the Green Street Hooligans film.
2. Read the film script.
3. Mark the dialogue which contains Pete’s utterance.
4. Classifying Pete’s utterance based on the type of language style.

F. Data Analysis

According to Sugiyono’s thought (2014), “data analysis is critical to the qualitative research process. Analysis of any kind involves a way of thinking. It refers to the systematic examination of something to determine its

part, the relation among parts, and the relationship to the whole” (p. 335).

Analysis is a research for patterns.

The question may require the researchers to seek relationships between various themes that have been identified, or to relate behaviour or ideas to biographical characteristics of respondents such as age or gender. Implications for policy or practice may be derived from the data, or interpretation sought of puzzling findings from previous studies. Ultimately theory could be developed and tested using advanced analytical techniques.

Practically, there are two steps of data collection as shown below :

1. Classification

These are some steps of classifying the data :

- a. The researcher classifies the data finding which contains language style into five types of language styles.
- b. Making the interpretation and analysing of each data based on five types of language styles based on Martin Joss' theory.
- c. Drawing suggestion and conclusion.

2. Coding

In order to make the classification and analysis of collecting the data easier, each data will be marked by a code. The coding of data in this research can be seen through the following ways:

- a. The number of each data.

- b. The type of Language style which are Frozen for frozen style, Formal for formal style, Consultative for consultative style, Casual for casual style, and Intimate for intimate style.
- c. The Timing in which the utterance was uttered.

To make a clear coding, an example will be presented:
35/Casual/00.38.06. It means that the data is number thirty five, the type of language style is Casual, and it is occurred at 00.38.06.