

CHAPTER III

RESEARCH METHOD

A. Research Design

Ary (1985: 21) defined that research as the application of the scientific approach to the study of a problem. It is a way to acquire dependable and useful information. Research is the process for getting the solution and answer from the certain questions which is done systematically and logically. Research is a part of knowledge that has purpose to know and more understandable from life side. How big the function and the use of research, it is supposed to be rejected. By doing research, human find the truth. In fact, research is one of scientific activity to get true knowledge about a problem. Qualitative research is a research to understand about phenomenon of a subject research, for example: behavior, perception, motivation, attitude, etc (Moleong, 2005: 6).

This research is conducted in a descriptive qualitative method with sociolinguistics approach. It gave an emphasis on describing the phenomena of the use of language in its context by interpreting the data. Holloway (1997: 1) states that qualitative research is a form of social inquiry that focuses on the way people interpret and make sense of their experiences and the world in which they live. It aims to understand the social reality of individuals, groups, and cultures. In addition, a qualitative study deals with a natural complex phenomenon. Furthermore, Pathon's opinion is in line with what Bodgan and

Biklen (1982: 84) state that in the descriptive qualitative research, the collected data are in the form of words or pictures rather than numbers.

According to Parse (2001: 57), the purpose of the descriptive qualitative method is to study intensely a phenomenon to discover the patterns and themes about life events when the researcher has a specific question about the phenomenon. The nature of the research for the descriptive qualitative method focuses on social connections, interrelationships, life events, and other matters concerned with social sciences.

The sociological approach to stereotyping pertains only to social groups. It views stereotypes as fundamentally incorrect and derogatory generalizations of group traits, reflective of the stereotyper's underlying prejudices (Adorno et al. 1950) or other internal motivations (Schneider 2004). Social groups that have been historically mistreated, such as racial and ethnic minorities, continue to suffer through bad stereotyping, perhaps because the groups in power want to perpetuate false beliefs about them (Steele 2010, Glaeser 2005).

This approach might be relevant in some important instances, but it leaves a lot out. While some stereotypes are inaccurate, many are quite fair ("Dutch are tall," "Swedes are blond.") Moreover, many stereotypes are flattering to the group in question rather than pejorative ("Asians are good at math"). Finally, stereotypes change, so they are at least in part responsive to reality rather than entirely rooted in the past (Madon et. al., 2001)

B. Subject and Object of the Research

a) Subject

The subject of this research is “*Fresh Off The Boat* (Season 1)” TV Series.

b) Object

The objects of this research are the positive and negative stereotype in utterances that appear in “*Fresh Off The Boat* (Season 1)” TV Series.

C. Data and Source Data

The data in this research is positive and negative stereotype utterances that used by all characters in “*Fresh Off The Boat* (Season 1)” TV Series. The TV series was release in 2015. The TV Series are taken from www.todaytvseries.com

D. Technique of Collecting Data

In collecting data, the writer took the following steps:

1. The writer watches the TV Series to find and identify the positive and negative stereotype utterances or conversation that used by all characters in TV Series.
2. The writer transcribes utterances that contains stereotype that appear in TV Series.
3. The writer collects the utterances to be analyzed.

E. Method of Analyzing Data

In analyze data, the writer took the following steps according to Cresswell (2007: 156-157) :

1. Data managing; the writer creates and organizes files for data and transcribes the dialog/utterance.
2. Reading, memoing; the writer reads through subtitle and make (table/chart)
3. Describing; the writer describes the social setting, actors, events; draw picture of setting.
4. Classifying; the writer analyzes data and classifying into positive and negative.
5. Interpreting; the writer interprets and make senses of the findings – how the culture “works”.
6. Representing, visualizing; the writer presents narrative presentation augmented by tables.