CHAPTER III

RESEARCH METHOD

This chapter describes about the research method of the research. They are research approach, data and data source of the research, data collection of the research and data analysis of the research.

3.1. Research Approach

In this study, the researcher applies the descriptive qualitative approach for his research. Descriptive means that research basically only from fact or phenomenon which is empirically live from native speakers, so it had been written or produce like language tools which is commonly say like reality.

The method is applied based on Brown and Levinson's politeness strategy that use four types of politeness strategies: Bald On Record, Negative Politeness, Positive Politeness, and Off-Record-indirect strategy.

The researchers use this method because the researcher will describe and analyze every politeness strategy in The Proposal movie.

3.2. Instrument

For the instrument of this study is the researcher. The researcher will collect the data, identify the data. Instrument in a research is equipment or facility used by the researcher to collect the data so the research can be conducted easier, and the result can be more accurate, complete and systematic. In a qualitative research, instrument of the research is the researcher hers or without the help of other people.

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3.3. Data and Data Source

The data of this research is all of utterances in The Proposal Movie.The movie which contain of Politeness Strategy. The data source will be The Proposal movie.

In conducting this research, the researcher employs the film entitled "The proposal" directed by Anne Fletcher and the transcript of the film as the source of the data. The film is chosen since the characters employ many kinds of politeness strategy. Besides, the characters represent the people in real life, the social and situational contexts are like in the characters in the real world. Data in this research contain politeness strategy expression spoken by the characters in the film entitled "The Proposal".

3.4. Data Collection

The data are collected through from watching, understanding and research The Proposal movie.

However, in conduction this research, the researcher herself needs some supporting instruments. The use of those instruments will be explained as follows:

1. Laptop.

   A Laptop is used to play the movie, to rewind, to repeat, and to focus on particular scenes of the film entitled "The Proposal".

2. Transcript.

   The transcript is taken from the internet. It is used to check the dialogues of the film entitled "In Good Company".

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3.5. Data Analysis

The writer analyze politeness strategies used by the main characters in the proposal movie by Anne Fletcher. To answer the first and second questions, the writer follows the data analysis techniques by Brown and Levinson. The steps are:

1. The researcher will collect the data by politeness strategy.
2. The researcher will watch The Proposal movie.
3. The researcher will explain about the kinds of positive and negative politeness strategies by the main characters in the proposal movie based on Brown and Levinson's politeness strategy.
4. The researcher will explain about the dominant politeness strategies used by the main characters
5. The researcher will make a conclusion based on the result of the data analysis and giving suggestion.

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