

CHAPTER III

METHOD OF THE STUDY

In this chapter the writer will explain the way she gather, classifying, and analyzing the data use in this research, she will divide this chapter into four they are approach of the study, instrument, data, and data source, data collection and data analysis.

3.1 Research Design

In conducting this research, descriptive qualitative method was used. Qualitative research was taken because this research concerns the characteristics of qualitative research, such as natural setting, human instrument, inductive data analysis, descriptive discussion and focus more on process than the result (Moleong, 2000: 4). Another reason to apply qualitative research design because the result of this research was designed from the process of finding social phenomena, discussing, analyzing which occurs naturally; it means the research did not do in laboratory and dealt with numbers or statistics as the tools in analyzing the data (Bodgan, 1998: 69 as cited in Daniah, 2008: 38). In this research, the data collected in the form of words and sentences that consist of apology strategies that are used by male and female characters in their conversations and those words are analyzed based on theory of apology strategies proposed by Cohen and Olshtain. The reason for choosing this theory because this theory briefly presents direct

3.2 Instrument

[illegible]

3.3 Data and Data Source

The data of this research was taken from the conversations that are spoken by male and female characters in “Knowing” film. This film, the researcher found apology utterances which were involved from the beginning up to the end of the dialogues that can be analyzed using by Olshtain and Cohen theory of apology strategies particularly the kinds of apology strategy and the type of degree of offence. The data used by the writer taken from utterances, words, sentences, and phrase that contains apology strategies and degree of offence expresses by the male and female characters.

The data of the research was taken from the verbal and nonverbal apology expressions. The verbal was the apology that utterances by the characters. Then, nonverbal expression were the expressions which shown by the speaker to support their apology. They are body language, facial expression, smile, eye contact, and touching. The intonations in expressing apology also used to support the data.

3.3 Data collection

All of the data were collected from utterances produced by male and female characters in *Knowing* film. The researcher applied several procedures to collect the data. First of all, the researcher watched CD of the *Knowing* Film for several times and made some notes about the use of apology used by male and female characters in the film. In making notes, the researcher wrote every single word uttered by every actor and actress from each scene. Then,

the researcher carefully read the script of conversation of Knowing film several times to understand what the story was about.

1. Watching the “knowing” film for several times by using a set of DVD player and television, and looking the utterance of apology expression that used in “Knowing” film.
2. Finding the transcript of the movie from the internet.
3. Transcribing the dialogues containing apology expressions from the film as the data

3.4 Data Analysis

The data obtained from utterances of male and female characters in “Knowing” film, then analyzed using the theory of apology strategy by Cohen and Olshtain . Several steps were employed to analyze the data:

1. Finding and explaining the context of the utterances of the apology expression used by the characters of “knowing” film in table of apology strategies an degree of offence in order to understand what the speaker's utterances;

The Apology Strategies And Degree Of Offence Used In “Knowing” Male And Female Characters

No	Apology Strategies	Utterance		Degree Of Offence			
		M	F	SERIOUS		SLIGHT	
				M	F	M	F
1	An expression of apology						

