CHAPTER III

RESEARCH OF METHODOLOGY

3.1 Theoritical Approach

According to what have been explained in previous chapter, this research is about positive and negative politeness strategies in utterances of Julie Grigio in Warm Bodies movie. Because this research is talking about communication, then the researcher uses pragmatic approach to understand the intended meaning context of communication. Yule stated that there are four areas that pragmatics concerns. Those are the study of speaker's meaning, the study of contextual meaning, the study of how to get more communicated meaning than what it said, and the study of the expression of relatives distance.

This research is a qualitative research. The qualitative research is research procedure that produce descriptive data in the form of written or oral words of the people and behaviors that can be observed (Lexy, 1983:3). This research also is a descriptive research since the finding data will be describable. The analysis will be in form of an explanation in paragraph, not in the statistic data.

From the statements above, it can be concluded that a qualitative-descriptive research observes the written or spoken object by collecting the data, organizing them, classifying and making interpretation on the data then for the last, writing conclusion based on the data analyzed.

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3.2 Source of data

This research focuses on dialogue used by Julie Grigio in Warm Bodies movie and analyzes using positive and negative politeness strategies of Brown and Levinson theory.

In conducting this research, the writer employs the film entitled "Warm Bodies" directed by Jonathan Levine and the transcript of the film as the source of the data. The film is chosen since the characters employ many kinds of positive and negative politeness strategies. Besides, the characters represent the people in real life, the social and situational contexts are like in the characters in the real world. The data of this research contain the positive and negative politeness strategies expressions spoken by Julie Grigio in the film entitled "Warm Bodies".

3.3 Technique of collecting data

The technique of collecting data which was used in this research is observation. The writer observes the movie based on Sudaryanto's explanation (1993:133). Next, the writer uses Uninvolved Conversation Observation Technique or Simak Bebas Libat Cakap (SBLC), because the writer does not get involved in the dialogue (Sudaryanto, 1993:134).

In this technique of collecting data , the selection of sample is from the source of data which have connection with the problem analyzed. The samples are chosen based on certain criteria set up by the writer. The criteria of choosing the

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samples are based on Brown and Levinson's classification of positive politeness strategy. The samples of this research are the character's dialogues that employ positive and negative politeness strategies in the film entitled "Warm Bodies".

3.4 Technique of Analyzing data

After collecting the data, the writer analyzes the data using these steps below:

1. Classify the data according to the types of positive and negative politeness strategies based on Brown and Levinson theory. As the writer applied below:

   Formulation of table : $\frac{\text{Frequency x 100\%}}{\text{Total frequency}}$ = Precentages.

   a) Table 3.1 Data classification of types of positive politeness strategies

No.	Kind of Positive Politeness Strategies	Frequency	Precentages
Total			

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Table 3.2 Data Data classification of types of negative politeness strategies

No.	Kind of Negative Politeness Strategy	Frequency	Precentages
Total			

2. Analyze the positive and negative politeness strategies based on the situation happen at that time by Julie in Warm Bodies movie.
3. Explain the intention of positive and negative politeness by Julie in Warm Bodies movie based on Brown and Levinson theory.

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