

CHAPTER III

RESEARCH METHOD

This chapter the research will be presented about research methodology that is used how to analyze in this data in this research included The Research Design, Data and Data Source, Data Collection, Instruments, and Data Analysis.

A. Research Design

In this part, the researcher used qualitative research because the researcher focused on interpretation of material in context and used design of descriptive method which is a method of research that attempt to describe and interpret the objects in accordance with reality. The descriptive method is implemented because the data analysis is presented descriptively. The writer used “I, Robot” movie that are being analyzed. According Bogdan and Biklen (1982) state that qualitative research is descriptive which the data is collected in the form of quotes from documents, field notes, and interviews or excerpts from videotapes, audiotapes, or electronic communications are used to present the findings of the study.

The sources of the data of this study is in the form of conversational fragments in the movie script which kind of qualitative research, so the researcher used dialogue text of the movie as the data sources. Bodgan and Biklen (1982:27) Qualitative research are descriptive data, The data collected is in the form of words or pictures rather than the numbers.

In the qualitative research there is a content analysis which the objective is to provide a complete and detail explanation or description of

the findings as originally as the researcher hopes can give a new idea and concept as stated by Flick, Uwe at. A1 (2004) the goal of content analysis is the systematic examination of the communicative material. This study can be done by investigating directive acts includes Criticizing strategy, Requesting or Ordering strategy and Suggesting or Advice strategy performed by the characters in *I, Robot* movie.

B. Data and Data Source

1. Data

The data of this research are utterances containing Directive Act includes performed Criticizing strategy, Requesting or Ordering strategy and Suggesting or Advice strategy by characters in *I, Robot* movie as stated by Donald Ary (2002:425) in qualitative research the data collected are subject's experience and subject's perspective. Qualitative researcher attempts to arrive at a rich description of people, events, places, conversations, and so on. In addition explain by Anita (2009), main source of data in Qualitative research is the utterance or people's behavior and the other source are letters, pictures, and statistics.

2. Data Sources

The data source of the research is the subtitle transcripts of "I, Robot" movie.

C. Data Collection

In this part, the research presented the ways of collecting the data included technique of documentary technique by obtaining the data from the movie transcripts, notes or even the pictures of I, Robot movie.. The research object of documentary method is human being. It deals with document and recording of the characters' attitude and the style to convey the message in the conversation.

According to Arikunto (2002) documentary technique is used to collect data based on transcript, books, newspaper, magazine, agenda, and many more. In this study, the writer uses documentary technique to collect the data about the utterances in the conversation used by the characters in "I, Robot".

This research is done through some systematic steps in collecting the data. They are explained as follows:

1. The writer downloads the I, Robot movie transcript especially on subtitle transcript from google.com
2. The writer reads carefully and comprehends utterances of character's dialogues
3. Finally is classifies and arranges the utterances containing of Politeness Strategy includes Requesting or Ordering and Suggesting or Advising.

D. Instruments

In a qualitative method, the researcher has to collect, classify, identify, interpret, reduce, organize, analyze and conclude the data as a result. In this study, the writer did not use questionnaires or tape recording, but the writer used record video and transcript of the “*I, Robot*” movie. In this study, the supporting instruments that are used by the researcher in conducting the study are a set of Laptop, flash disk, e-book, references book and transcript of the movie entitled “*I, Robot*”.

E. Data Analysis

Data analysis is a process of arranges the data systematically in order to make easily to understood and also a process by a researcher to try to find out the pattern. Hancock explained (2002) stated analysis of data in a research project involves summarizing the mass of data collected and presenting the result in a way that communicates the most important features.

Besides according to Donald Ary (2002), Four steps are involved in data analysis: organizing the data, summarizing the data, interpreting the data and reporting the data. So the researcher will apply to analyze of them includes :

1. Organizing the data

The first thing to do in organizing is to reduce the data, which is done through a process called *Coding* (Ary et Al

2002:465). It can identify each unit of meaning (category) by choosing a word or a phrase that describe the essence of the category; these words become the code for the categories.

In this first step of organizing data, the researcher reads carefully all utterances of the character in "*I, Robots*" movie, then the researcher selects only the utterances containing Directive act includes Criticizing strategy, Requesting or Ordering strategy and Suggesting or Advice strategy.

2. Summarizing the data

The next step is to summarize; here the research begin to see what is in the data. Examine all entries with the same code, and then merge these categories into patterns by finding link and connections among categories. Further, this process integrates the data, and you can begin to make some statements about relationship and themes in the data.

3. Interpreting the data

The last step is interpreting data. According to Ary (2002:470) in interpretation, the researcher goes the descriptive data to extract meaning and insights from the data. The researcher tells what she finds that is important, why it is important, and what can be learned from it. Here, the writer tries to give meaning to what have been found from the research.

4. Reporting the data

The last step in the qualitative research is reporting the data about of process the phenomenon that was investigated. In this step the researcher reported the result of data analysis in the conclusion after analyzing and interpreting the data then made suggestion to other people if wanted to conduct the research with the similar topic.