CHAPTER III

RESEARCH METHOD

This chapter presents the detail explanation about Research Design, Data Source, Research Instrument, Data Collection, Data Analysis, and Triangulation.

A. Research Design

In conducting this research, the researcher uses a descriptive qualitative method design. Descriptive qualitative method describes phenomena and interprets what exists. It explains the situation what is happening in the analysis of language style in Iron Lady movie. As stated by Hancock et. Al. (1998:7) Qualitative research is a study that focuses on developing explanations of social phenomena.

In Qualitative Researcher is more concerned with understanding and meaning through verbal narratives and observations than with data. Qualitative research, According to Ary et. Al. (2010) seeks to discover more about how individuals behave. The key question is how a researcher interprets human experiences during the study.

This researcher uses qualitative method since the goal of this research is to understand how language style used by the Iron Lady Movie.

B. Data Source

The data source is where the data is being used originates from. The data in this research is Iron Lady movie with its scripts to be analyzed. This movie is in Mp4 format. The duration is one hundred forty-four minutes. The data is taken

from the conversation of many scenes from the movie. The researcher uses some references as journal and other written sources to support the research.

C. Research Instrument

Research instrument is an important tool for gathering research data. Sugiyono (2011: 105) stated that research instrument is a tool that used to collect the data information. In this Qualitative research, the instrument used are human instrument and non-human instrument. The human instrument is the researcher himself who chose, gathered, analysed, and also reported the finding of the research. Because of the data source of this research is a video, the non-human instrument is laptop or computer or hand phone to visualize the video as media to analyze the speech in the script of the "Iron Lady" movie.

D. Data Collection

According to Sugiyono (2008:225) data collection in qualitative research, includes direct observation, in-depth interviewing, and documentation review. In this research, the researcher uses documentation review to collect the data. According to Creswell (2012) the documents which can be used to collect the data are articles, notes, books, letters, newspapers, and other material archived in the library. The steps to gather the data of this research are:

1. The first, the researcher downloads the Iron Lady movie in LayarKaca21 https://tv.lk21official.live/the-iron-lady-2011/.

2. The researcher watches the Iron Lady movie to understand more what the story is about.

3. Then, The researcher searches the script of the Iron Lady movie to get the textual dialog in the internet https://stephenfollows.com/resource-docs/scripts/Iron-Lady-screenplay.pdf.

4. After getting the script, the researcher makes sure the text in the script matches with the movie.

5. The data is classified based on the sentence structure, interlocutors, and the situation that occurs.

6. The last, the researcher creates a table to make it simple to share the data that is obtained after classifying all marked data into language style categories to make it easier to study.

Table 3.1 Classifying the language style used in Iron Lady Movie

No.	Language Style Types	Data Analysis
1	Frozen style	-
2	Formal style	-
3	Consultative style	-
4	Casual style	-
5	Intimate style	-
	Total Data	**-**

E. Data Analysis

After collecting the data, the researcher analyzes the data. Data analysis is a process to analyze the data that have been collected systematically. According to Wiersma (1992: 85) stated that to analyze data in qualitative research, it involves categorization, description, and synthesis process.

According to Sugiyono (2008: 245) in descriptive qualitative research, data analysis consists of three steps. They are data reduction, data display, and conclusion drawing/verification. Based on that statement, the researcher uses that step for this research, as follow:

1. Collecting by gaining the transcript of the utterance occurred in the video.

2. Analysing the language style based on Martin Joos theory.

3. Classifying or grouping into the table kind of language style.

4. The researcher interprets the data based on the result data.

5. Drawing the conclusion from the result data.

F. Triangulation

After finding the result data, triangulation method is necessary for researcher to increase the validity and trustworthiness of research finding. Cohen (2000:112) stated that triangulation may be described as the employment of two or more methods of data collecting in the study of some aspect of human behavior. Based on Denzin (in Patton, 2009) there are four type of triangulation procedures. They are (1) source triangulation, (2) investigator triangulation, (3) methodological triangulation, and (4) theoretical triangulation.

In conducting this research based on the type techniques of triangulation, the researcher uses investigator triangulation due to this research needs other people to check the result of this research in order to increase the validity of the finding. Investigator triangulation refers to a method of data collection and analysis that involves multiple researchers. The validity of the data can be increased by how they evaluate information and gather the data.