

CHAPTER III

RESEARCH METHOD

This chapter present the method of research. Related to the study including research design, technique of collecting data and technique of analyzing data.

3.1 Research design

This researcher in intended to find out, learn and understand in depth of apology strategy. In this research, the researcher will use a qualitative descriptive method. Lexy J.Moleong (2009:186) said that research of qualitative method is research that the procedure produces a descriptive data in the form of words written or spoken posts of people and behaviors that can be observed. Qualitative research is concerned with qualitative phenomenon relating to involve quality or kind. The researcher used thid method because this method can help spread all over the research and this is the best method for documentat analysis.

The researcher uses qualitative descriptive method of this research to find the answer to the question.this method is suitable for this research because the apology strategy term taken from the conversation of the character in the movie. The process of research involves emegering questions and procedures, data typically collected in the participants setting, data analysis inductively building from particular to general

themes, and the researcher making interpretations of the meaning of the data. Qualitative descriptive method is used to analyze apology strategies in *Frozen* movie.

3.2. Source of Data

The data of this research is taken from *Frozen* movie and scripts of the movie. *Frozen* is a 2013 American 3D computer-animated musical fantasy film produced by Walt Disney Animation Studios and released by Walt Disney Pictures. It is the 53rd Disney animated feature film. Inspired by Hans Christian Andersen's fairy tale "The Snow Queen" the film tells the story of a fearless princess who sets off on a journey alongside a rugged iceman, his loyal pet reindeer, and a naïve snowman to find her estranged sister, whose icy powers have inadvertently trapped the kingdom in eternal winter. *Frozen* underwent several story treatments for years before being commissioned in 2011, with a screenplay written by Jennifer Lee, who also co-directed with Chris Buck.

3.3. Sample of Data

The researcher took the sample data from the movie. In the first part of this movie, there is an apology that is spoken by characters Elsa to Anna. Because of an accident made by Elsa. Strategies used the expression of regret:

1. The sample of data which are related to the Question number 1:

King : Elsa, what have you done?

This is getting out of hand!

Queen (seeing Anna) : Anna!

The King and Queen rush to Anna and take her in their arms.

Elsa : **It was an accident. I'm sorry, Anna.**

Queen (about Anna) : She's ice cold.

Speaker : Elsa

Hearer : King

Setting : castle

2. The sample data which are related to the question number 2:

Anna: **“Oops! Pardon. Sorry. Can we just get around you there? Thank yo. Oh,**
there she is Elsa!:

3.4. Technique of Collecting Data

According to Hikmat (2011, pg. 72) technique of collecting qualitative data has four techniques, those are interview, book survey or document study, questionnaire, and observation. The technique relating to the research is document study. The technique itself is a way of collecting the data with reading script. By using the technique, the researcher can find the data in case letter, word, sentence, idea, message, and the number of them. By watching the movie, the researcher can find the apology strategies and analyze it. It is the reason why the technique of the collecting data of the research is document study. The data collecting was started by preparing the instrument and finding the ways to interlace a good relation with participants.

There are some steps collecting data according to Creswell (2009, pg. 166) taken from document (movies):

1. Identifying the purposefully selected sites or individuals for the proposed study (Creswell, 2009, pg. 166). In this case, the researcher watch the *Frozen* movie 2013 to identify the whole story and look for the apology strategies.
2. Indicating the type or types of data to be collected (Creswell, 2009, pg. 166). After watching both movies and found some the apology strategies and related with principle of politeness.
3. Including data collection types that go beyond typical observations and interviews (Creswell, 2009, pg. 167). In this section, the researcher collects the whole data found in both movies to become the sample of data.

3.5. Technique of Analyzing Data

The process of analyzing data involves preparing the data for analysis, conducting different analyses, moving deeper and deeper into understanding the data, representing the data and making an interpretation of the large meaning of the data (Creswell, 2003:190). Susan Stainback (in Sugiyono, 2006:88) suggest that “Data analysis is critical to the qualitative research process. It is to recognition, study, and understanding of interrelationship and concept in your data that hypothesis and assertions can be developed and evaluated”. In this study, the writer will analyze with qualitative techniques is a field record in the form of notes or recording word,

sentences, or paragraphs obtained from interviews using open question, participant, observation, or the meaning of researchers to documents or relics.

In conducting the research, there are four steps in analyzing data as presented below:

1. Finding and explaining the situation and the context of the apology strategies are used by characters in *Frozen* movies by watch the movie and compare with the script.
2. Identifying and describing the utterances based on the sub-categories of apology strategies. Those categories includes in five strategies, like expression of apology strategies.
3. Classifying the data. In this step, the researcher classifies the each dialogue based on the kind of principle of politeness, and then analyze relate with apology strategies.
4. Discussing and making conclusions based on the result of the data analysis to answer the statement of problems.