CHAPTER III
RESEARCH METHOD

3.1 Research Design

According to Ary (2002, P426), research design is the researcher’s plan of how to proceed to gain and understand some groups or some phenomenon in its natural setting. In addition, Creswell (2009) states that research design is plan and procedures for research that span the decision from broad assumptions to detailed methods of data collection and analysis. Descriptive research belongs to one of the research designs.

Ary (2010, P22) states that there are two types of design usually used to design the educational research:

- **Quantitative research**
  
  Objective measurement and statistical analysis of numeric data are used to answer the statement of problem or the hypothesis.

- **Qualitative research**

  Focusing on understanding social phenomenon comes from the perspective of the human participants in natural settings.

In this research the researcher used qualitative research in which this research did not use any kind of statistic procedure like in quantitative research.
Furthermore, the data were analyzed descriptively to find out the kind of language style and the dominant style that were used by Nelson Mandela in Long Walk to Freedom Film.

3.2. Research Object

Sugiyono (2009:38) suggested that object is an attribute or the nature or value of that person, object or activity have certain variations set by the researchers to be learned and then drawn his conclusions. The object of this research is Nelson Mandela’s speech in the Long Walk to Freedom film.

3.3 Data Collection

Ary (2002) stated that getting materials or data that are going to be used in the research is the purpose of data collection.

In collecting the data, the researcher used the following procedures:

1. Browsing the data of Long Walk to Freedom Film documents (videos and transcript) in the internet.

2. Looking for other data needed from the internet as well.

3. Downloading the data (video and the transcript) from the internet.

4. Watching Long Walk to Freedom Film several times along with the subtitle as the data collection through document analysis.
3.4 Data analysis

Bogdan and Biklen (2007, P159) suggested that analysis involves working with the data, organizing them, breaking them into manageable units, synthesizing them, coding and framing the ideas in relation to theory as well as showing why findings are important and making them understandable.

The procedure in analyzing the data were as follows:

1. Identifying the characteristic of language styles that are used by Nelson Mandela in that film as well as the dominant language style that he uses during his speech.
2. Identifying whether there was any similarity in the use of language style on the Movie and Speech.
3. Classifying the data in sequence based on the sequence of appearances in the movie.

Table 3.1.
Data Display on Nelson Mandela’s Language Style

<table>
<thead>
<tr>
<th>NO</th>
<th>Minutes</th>
<th>Language Style</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Frozen Formal Consultative Intimate Casual Slang Ellipsis Colloquial</td>
</tr>
</tbody>
</table>

4. Drawing conclusion.