CHAPTER III

RESEARCH METHODOLOGY

In this chapter, the researcher would like to explain the theory that is relevant to the research objectives which are research design, research subject, research object, research instrument, data collection, and the data analysis.

3.1 Research Design

This research implements a descriptive research design since the data are presented in words analysis based on the object of Dilan 1990 film. According to Creswell (2014), research approach in doing research is divided into three types of approaches, such as: qualitative, quantitative, and mixed method approach. This research design is using qualitative approach, Creswell (2014) explains qualitative approach is an approach for investigating and understanding a social or human problem based on the individuals or groups characteristic.

Meanwhile, Ary (2010) suggests that descriptive research design can also be considered as a qualitative research design. In qualitative research, there are several types of design such as ethnography, narrative, grounded theory, phenomenological, and case study. This research using case study because in case study contains a development and the deep analysis about certain case, event, program, a process of activity or more individuals.

In consideration of doing in-depth analysis language style used by Dilan character, the design of this research was a case study. Furthermore in the process, at first, the researcher had to identify a case or a problem, then, do the depth analysis to develop better policies or practices.
3.3 Research Object

The object of this research was the language styles used by Dilan as the main character of Dilan 1990 (2018) film. Dilan is the main character of “Dilan 1990” (2018) film. Dilan is an honest boy, humorist, submissive to the parents, he never gives up to reach the target and unique personality. The researcher determined the use of document for collecting the data. The data were collected from an analysis of the film and comprehended the story. The researcher transcribed all the conversation spoken in the movie into written symbols on papers. This research was focused on the first 30 minutes to find the five language styles that the main character uses with the other actors. The researcher selected and classified the data which was found in “Dilan 1990 (2018)” film script.

1.4 Research Instrument

There are two types of research instrument in qualitative research, namely: primary instrument and secondary instrument (Ary, 2010).

3.4.1 Primary Instrument

Primary instrument is used when the researcher used him or herself for collecting data in qualitative research (Ary, 2010). Based on the statement, the researcher involved in this research as the Primary instrument in a doing research by several steps: such as: selecting any information as a source of the data, collecting the data, analyzing the data, and drawing a conclusion based on the data.
3.4.2 Secondary Instrument

Secondary instrument is an assist tool for the researcher as the primary instrument to gather the data. According to Ary (2010), secondary instrument is an assist tool that the researcher can use by doing observation, interview, and document analysis. The secondary instrument of this research is using document analysis.

The term documents here refer to a wide range of written, physical, and visual materials, including what other authors may term as artifacts (Ary et al., 2002). Furthermore, document analysis is kind of research that is applied written or visual materials for identifying the specified characteristic of the materials. The examples of the documents are textbooks, novels, journals, newspapers, letters, e-mail message, photographs, audiotapes, computer images, websites, musical performance, YouTube videos, virtual world setting, televised political speeches.

3.5 Data Collection and Analysis

Data collection is a next step for gathering or collecting a needful data information, while data analysis is a process of analyzing a collected data information and finding out a useful information, suggestion conclusion, and supporting decision-making. Therefore, this section discusses all the activities which deal with collecting and analyzing the data. In this research, the researcher would like to use document analysis to identify language style found on Dilan 1990 (2018) film. The procedures for collecting and analyzing the data are explained below.
3.5.1 Data Collection

Ary (2002) states that the purpose of data collection is getting any materials or data that are useful for a research. In collecting the data, the researcher used the following procedures:

2. Watching Dilan 1990 (2018) Film several times along takes the data collection and document analysis.
3. Collecting the data in form of script.

3.5.2 Data Analysis

According to Ary (2010), data analysis is often the same as data collection in which the data are searched and arranged in order to know the comprehension about what we have been investigated. In this research, the researcher will analyze the data taken from the language style used by Dilan as a main character in Dilan 1990 (2018) film. The data are analyzed by the following steps:

1. Identifying the categories of language style used by main character in Dilan 1990 (2018) film and finding the dominant language style used by the main character during the conversation.
2. Analyzing the data based on the script
3. Selecting the conversation used by Dilan character in the film.
4. Understanding the language style based on the document analysis.
5. Validation of the other researchers that have same topic.
6. Making the conclusion based on the results of the data analysis. In this section, the researcher analyses the findings based on the table and each table represents the findings.