

## CHAPTER III

### RESEARCH METHOD

In this chapter the researcher discussed the research design, research object, research instrument, data collection, and data analysis.

#### 3.1 Research Design

The researcher uses qualitative research to analyze and find the data related to dysphemism found on tv series *Gravity Falls*, and qualitative did not rely on a number but on words that is why the result has to be conveyed in a detailed explanation by word, the researcher can observe through text, picture to collect the data. In qualitative research, the outcome is based on what researcher's beliefs, which is why researchers have an influential role in the process and the making of the research (Paltridge and Phakiti, 2015). Qualitative is a choice when our research aims to explore, describe and explain a phenomenon that happens. The most important thing when carrying out qualitative research is how depth the researcher could explain a phenomenon based on a little data (Leavy, 2017)

Based on (Nassaji, 2015), many fields of study like education, psychology, and social sciences choosing qualitative descriptive as a general practice to use in research; its principal typical feature associate naturalistic data, which means they are gathering the data in a natural setting stick up with the actual situation without any made up or artificial environment. Qualitative descriptive is not like any other design. It is less theoretical, qualitative descriptive did not only stand on one or specific theories in analyzing the data to answer research problem, but it makes researcher more convenient to determine which theory to use that fit to sort out the

answer of the research problem, using qualitative descriptive imply that researcher will not create a new theory by the process of analyzing the data but only answering the what, why and how based on the research problem (Lambert & Lambert, 2012)

Using descriptive qualitative research design naturally lead researcher adopts narrative research as an method. The other method like phenomenologic research, grounded theory research, ethnographic research does not qualify for this research because the researcher did not aim to understand the lived experience of persons, produce a rich portrayal of the social rules or even produce a theory. Narrative method have many ways to collect the data, it can be in the form of transcription, journal records, field notes, and other text, but not only in the form of text it can also collect from audio and video recording too (Elkatawneh, 2016)

### **3.2 Research Object**

The research object of this research is in the form of document and audiovisual, specifically a transcription and video of *Gravity Falls*. *Gravity Falls* has two seasons with a total of 40 episodes however the researcher only choose season one with 20 episodes in total. Each episode has approximately 21 to 25 minutes duration. It was released in 2012 until 2016 by Disney Channel. The transcription of the movie was collected from Subdl, and the researcher will watch the tv series from a website called Disney+ Hotstar. The data source is needed to gain all of the information; therefore, the researcher thinks that data is essential. In congruence with (Creswell and Creswell, 2017), the data is in the form of documents and audiovisual documents in qualitative divide into two types; public documents and

private documents. The researcher uses public documents, a film transcription meanwhile for the audiovisual, researcher use video to analyze.

### **3.3 Research Instrument**

The principal instrument of qualitative research is the researcher itself; analyze documents, monitoring behavior, or examining participants is a way for a qualitative researcher to gather the data (Cresswell, 2009). Therefore, the researcher is an instrument to compile and investigate the data. The researcher analyzes the data by rereading the transcription so many times. After that, she selected and underlined chosen a word to differentiate it from the others, so it did not mix up, then took notes on which word belongs to what type of dysphemism in *Gravity Falls*. In supporting the main instrument, the other instrument is required. It is a laptop to write down the essay, internet connection to download the sources; books, journals, videos, transcription.

### **3.4 Data Collection**

The researcher collected the data through several stages as follows:

1. Searching the transcriptions and videos of *Gravity Falls* tv series season 1
2. Downloading the transcriptions of *Gravity Falls* tv series season 1
3. Downloading the video of *Gravity Falls* tv series season 1
4. Converting the transcriptions of *Gravity Falls* tv series season 1 from SRT files to Docx
5. Reading the transcription of *Gravity Falls* tv series season 1
6. Watching *Gravity Falls* tv series season 1

### 3.5 Data Analysis

The researcher analyzed the data that was found through several stages, as follows:

1. Classifying dysphemism found in the transcriptions based on Rawson theory
2. Elaborating meaning of dysphemism words that had been found
3. Identifying purpose on the use of dysphemism based on Ljung categorization
4. Drawing a conclusion based on the results.

