

CHAPTER III

RESEARCH METHODOLOGY

This chapter has been written to discuss the method of the study related to research method, research setting, research object, source of data, technique of data collection, and data analysis technique.

A. Research Method

The researcher applies a descriptive analysis method that will be used in this research. This study employed document/content analysis technique to afford answers that related to the research question. Qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. Process of research involves emerging questions and procedures, collecting data in participants' setting: analyzing the data inductively, building from particulars to general themes, and making interpretations of the meaning data. The final written report has a flexible writing structure.¹

The sources of the data are two types, there are primary data for the analysis it is dialogue from the movie and secondary data was obtain from other sources, such as the internet, journal, books and other resources that can supplement the primary data. Researcher collecting the data by downloading the dialogue, numbering the dialogue, selecting the dialogue, and identifying the dialogue that indicates the use speech act. The data of this study is obtained from documents, movie script of Zootopia Movie.

The research method used in this study for content analysis comprises specialized techniques for examining scientific material. It is goal to review forms of human communication including books, newspaper, and film as well as other forms in order to identify patterns, themes, or biases²

The result of this study is in form of description explanation. This study depicted and interpreted a real-world

¹ Sugiyono , "*Metode Penelitian Kualitatif*", Bandung : Alfabeta, 2017. 02.

² Carrie Williams, "*Research Methods*", Journal of Business & Economic Research (Grand Canyon Unniversity) 2007. 69.

object. Words, pictures/photos, field notes, or other documents are all acceptable forms of documentation. In an effort to answer the research problems, it will obviously be the answer to the research problems. As a result, some researchers use content analysis to identify the appropriate response to the research problem.

B. Research Setting

This research setting includes research time, which indicates where and when the research begins and when it ends. Because this was an analysis study, the research location was not in the field. This study was carried out in a location that included particular devices that may make it easier for researcher to watch and analyze the contents of the movie. The time spent on this study ranged from November 2023 until it finished.

C. Research Object

The object in this study is animated film entitled “Zootopia” directed by Rich Moore and Jared Bush. This movie has 1 hours 48 minutes 31 second of duration. Researcher is the concern of a study and researcher must select the research object in order to focus on the topics to be studied which contains many types of speech act analysis.

The reason why the researcher using choose Zootopia movie because the animation is unique, which uses animals as the character that mostly children like and it was also suitable for people of all ages. Furthermore, this movie has moral value that is good for people and the most important thing is the researcher found many types illocutionary of speech act analysis in this movie.

D. Source of Data

Data can be obtained from various sources in research. This research data consists of words, phrases, sentences and discourse contained in the film Zootopia. The data required or used in this research was obtained from the data sources listed below:

1. Primary data is data taken directly for the first time from individual sources or informants. The data used in this

research is in the form of video screenings or the film *Zootopia* which was released in 2016. This research aims to examine the various forms or types of illocutionary acts of speech acts, and the functions related to each type of illocutionary act of speech acts, which are found in the film *Zootopia*.

2. Secondary data is a second source of data obtained from individual sources related to research. Secondary sources for this research are literature related to the issues studied and researched. This literature consists of books, journals and websites related to the problems discussed by researchers.

E. Technique of Data Collection

The data in qualitative study can be done by natural setting, primary data source, and there are more on the participant observation, in depth interview, and documentation. Documentation was used in this study as primary data with several techniques in conducting the data, as follows:

1. Reading some previous study to find the gaps among the previous studies.
2. Downloading the movie through certain application on mobile phone and laptop.
3. Looking for some type and function of illocutionary in the movie.
4. Watching the movie multiple times with Indonesian and English subtitle.
5. Downloading the movie script on the internet which is the transcript written by Byron Howard, Rich Moore etc, in order to make the analysis process easier.
6. Printing the movie script to make the researcher easy in compiling and classifying the highlighter-pen.
7. Identifying the type and function illocutionary act by marking it with highlighter-pen.
8. Finding categorizes the type and function illocutionary act found into five types according to Leech and Searle' theory.
9. Validating the data finding to the experts.

10. Summarizing the results of the data in the form of conversations containing various types of illocutionary act and their functions.

F. Research Data Validity

Validation of the qualitative approach is described in this section. The accuracy of the data and information in this research was explained by the researcher to meet the requirements for the validity of research data. In verifying the validity of the data, qualitative research methods use different terminology from quantitative research. The validity of the data in this research uses the concept of triangulation to ensure there are no errors. The researcher use source triangulation to validate data because this study uses descriptive content analysis.

Source triangulation to test the credibility of the data is carried out by checking the data that has been obtained through the source.³ In this case, researcher use access in the form of several data sources such as the internet, journals, books and supporting information. For example, data is obtained from film dialogue, then checked again using the film script as proof of the truth of the dialogue.

G. Data Analysis Technique

In this research, the researcher used analysis content to analyze the data. According to Sidiq and Choiri in their book⁴, analysis data technique is a process of finding and compiling data which is obtained from interview, observation, field notes, and documentation systematically by organizing data into categories, describing into units, perform synthesis, compile into patterns, choose which ones important and will be learned, and make conclusions so that they are easily understood by themselves and others.

Furthermore, the data is analyzed by using theory from Leech and Searle' for the to examine the various forms

³ Sugiyono , "*Metode Penelitian Kualitatif*", (Bandung : Alfabeta, 2017). 191

⁴ Umar Sidiq and Miftachul Choiri, "*Metode Penelitian Kualitatif Di Bidang Pendidikan, ed. By Anwar Mujahidin* (Ponorogo: Nata Karya, 2019). 103

or types of illocutionary acts and the functions related to each type of illocutionary act of speech acts.

The data was taken in form of text since the data that the researcher needs is from Zootopia movie dialogue and script. These were the steps in order to analyze the data:

1. Identifying conversation in the movie that are considered speech acts.
2. Trying to explain the types of speech acts in the Zootopia movie script.
3. Classifying all of the utterances of speech acts that can be found in the Zootopia movie.
4. Evaluating all the results of the analysis in order to make sure that the result of analysis is done correctly.
5. Finally, drawing conclusion from the analysis in this research.

