

CHAPTER III

RESEARCH METHODOLOGY

A. Research Method

This study used a descriptive qualitative method to achieve the goals of this research. This study employed document/content analysis technique to afford answers that related to the research question. It portrays the main character's politeness in the Frozen 1 movie, based on Brown and Levinson's idea. To answer the second question, some theories about educational values based on theoretical framework were also included. The material may be public records, textbook, letters, films, tapes, diaries, themes, report, or other documents. Reading, reviewing, and re-evaluating books, magazines, and other data sources that are closely relevant to the subjects being discussed constitutes library research. Library research or writing based on literature and documentation study approaches were applied.¹ Literature study also refers to a set of actions that include gathering library data, reading and taking notes, and analyzing research materials.² Literature includes not only books, but also documentation materials, periodicals, newspapers, and browsing internet sites relevant to politeness in movies. Content analysis was focuses on analyzing and interpreting recorded material to learn about human behavior.

B. Research Setting

This was a research study of a movie analysis so that the researcher was not limited by a specific location. The following were some of the actions that took place during the research.

- | | |
|--------------------|--|
| October – Auguts | : Preparation of the research proposal |
| Auguts – September | : The data analysis |
| October – November | : The research report |

C. Research Participants / Subjects

The data were from a transcription an American animation film titled in English, which was transcribed used subtitles in Frozen 1. The method utilized in this study was a descriptive analytical approach,

¹ Sugiyono, Quantitative, Qualitative, and R&D Research Methods (Bandung: Alfabeta, 2015), 2.

² Mestika Zed, Literature Research Methods (Jakarta: Indonesia Obor Foundation, 2008), 3.

which entails looking for information in the form the facts derived from one's own thinking, analyzing, creating interpretations, and generalizing the findings of the study.³ The technique for this study was to provide descriptive data in the form of written data.

D. Instruments and Data Collection Technique

The researcher herself was the research of instrument. The researcher was the primary source in this study because she was the planner, data collector, and was the one who should report the results of this research.⁴ Because the subject of this study was a movie, there was no need to create a questionnaire. The researcher analyze the data because the data described forms of politeness used by the main character in this film. As a human instrument, this style is well-known. Furthermore, a human instrument was someone who analyzes data by objectively analyzing it. The researchers used the documentary study to gather books, e-books, and articles from the internet that were relevant.

E. Research Data Validity

The data for this research were collected from one film “English American,” which was released on November 27, 2013. The data for this study were collected in the following steps from politeness strategies. The researcher was download the data from the website. Finally, the researcher was look through the subtitled in ordered to discover the main character Elsa's and Anna's politeness methods in this film and also analysis from some theories about educational values. In research, the source of data is the subject from which data will be collected.⁵ The information gathered and evaluated was solely based on literature and other documentation materials such as journal articles and other relevant media, and it was continually being researched. Primary and secondary data were used to compile the information for this study.

³ Abdurrahmat Fathoni, *Research Methods And Thesis Preparation Techniques* (Jakarta: Rineka Cipta, 2011), 9.)

⁴ Mar'i Cahyaning Hidayati, “An Analysis Of Positive Politeness Strategy In The Film Entitled The Jarkoniand Its Education Value,” Thesis, The State Islamic Institute Of Surakarta, (2017):61

⁵ Johni Dimiyati, *Educational Research Methodology and Its Application in Early Childhood Education* (Jakarta: Kencana, 2013), 39

F. Data Analysis Technique

Following the collection of data from the data source, the researcher moved on to data analysis. Politeness techniques appeared to have been the most useful approach in connection to the study researcher questions. To begin, the researcher examines the data in order to identify politeness and also analyzes some theories about educational value in the film's script. She jots down some ideas for politeness methods utilized in the film. The evaluation was solely based on literature and other documentation materials for educational values analysis. The researcher divides the information into several types of politeness strategy and some organizing of educational valued. Furthermore the reseachers were applied some theories on politeness and educational values types to examine the data. Finally she has come to a conclusion based on the civility type of politeness and organizing theories related to educational value.

A data collection approach were required to gather accurate and reliable data in accordance with the difficulties at hand. The documentation method becomes the method utilized to acquire data. The documentation technique is a data collection method that involves searching or digging for, collecting, and evaluating documents, both written and electronic materials.⁶ The documents collected had been chosen based on the problem's goal and focus. In the form of documentation, a great number of facts and data was preserved. The main characteristic of this data is that it was not constrained by space or time, allowing researchers to learn about events that occurred in the past. Because this was a library research project, the data collection method applied in this study was documentation. The information collected came through library research, which entails collecting information from books, documentation, periodicals, journals, e-books, articles, and other sources deemed relevant to the researched topic.

⁶ Trygu, Literature Study Problem, 28.