CHAPTER III

RESEARCH METHODOLOGY

In this chapter, I would like to present the research methodology. It covers with the type of research, data and source of data, technique of analyzing data and technique of coding data.

A. Type of Research

This research belongs to a descriptive qualitative method. It means that this research employs the descriptive and qualitative method of analysis. Bodgan and Taylor define qualitative research that presents the descriptive data in the form of written or oral words of people and behavior which can be observed (in Moleong, 1989:3).

Meanwhile, the research uses a descriptive methodology. It means that the research tries to solve a problem by collecting, classifying, analyzing and interpreting data as stated by Surakhmad (1992:139), descriptive method is a kind of research method using technique of searching, collecting, classifying, analyzing the data, interpreting them and finally drawing conclusion.

Considering the nature of descriptive qualitative method, the data are analyzed based on their context and natural setting. In this case, Moleong says that qualitative research studies the data based on their natural setting or context (1989). The data used in this research are all the address forms used by the characters in this film, with their context of situation forming the background of the utterances.
B. Data and Source of Data

Source of data refers to the subject from which the data are obtained (Arikunto, 1993: 107). Data themselves may appear in the form of discourse, sentences, clauses, phrases or words which can be obtained from magazines, newspaper, books, etc (Subroto, 1992: 7).

In conducting this research, I employ the film entitled “12 Years a Slaves” by Steve McQueen. The source of the data in this research is the film entitled “12 Years a Slave”. The researcher also used the transcript of the film as the supporting source of data. The data of this research are all address forms spoken by the characters in the film “12 Years a Slave”. Data of this research are taken from the dialogues uttered by the characters in the film entitled 12 Years a Slave containing address forms. Moreover, primary data is original information collected by the researcher. In this research, the primary data of this research is a film entitled 12 Years a Slave containing the detail phenomena about the address forms taken from the film. It investigates the type of address form, the styles in using certain of address form and the factors that influence the uses of address form by the characters. There is no secondary data in this research. The secondary data means the data gained by other researcher to support research.

C. Research Procedures

The research procedure functions to set up the direction in conducting the research. Surakhmad (1992: 140) states that in obtaining the maximum result, a researcher generally tries to explain each step of the descriptive research in accuracy and detail. This research is conducted in the following steps:
1. Replaying the film entitled “12 Years a Slave” several times in order to understand the whole story.

2. Finding the transcript of film entitled “12 Years a Slave” in internet.

3. Comparing the dialogs taken from the transcript in internet with the dialogs in the movie.

4. Underlying the address forms in the transcript as data.

5. Classifying data based on the kinds of address forms used by the characters, namely Title (T), Title plus last name (TLN), First Name (FN), and Multiple Name (MN).

6. Numbering each datum

7. Analyzing and interpreting data to answer the problem statements.

8. Drawing conclusion from the results of the analysis.

**D. Sample and Sampling Technique**

Sample is a part of population that will be investigated (Arikunto, 2002: 109). This research applies total sampling technique. According to Santosa (2012) total sampling is the technique where all of the data provided are taken. Total sampling is used in research because the samples are all analyzed. According to Surakhmad (2004: 100) total sampling is a technique where the whole data become the sample. Therefore, the researcher uses the data which are address forms by the characters in the film “12 Years a Slave” as the samples are all analyzed.

**E. Technique of Analyzing Data**
The collected data were analyzed by using a sociolinguistics approach. The specific steps to do it are as follows:

1. Collecting the data based on the kinds of address forms used by the characters, based on the theory of Brown and Ford (cited in Fasold, 1990:8):
   a. Title (T)
   b. Title plus Last Name (TLN)
   c. First Name (FN)
   d. Multiple Name (MN)


3. Interpreting the reason of the use of address forms by the characters.

4. Drawing conclusion from the analysis of the data and giving suggestion.

**F. Technique of Coding Data**

In order to make easier the classification and analysis of data in the research, each datum is marked by a code. The coding of data in this research can be seen through the following ways:

1. The title of the film entitled “12 Years a Slave”
2. The number of each datum
3. The type of address forms
4. The time of the conversation

To make clear coding, an example will be presented:
12YS/Datum01/T/07:10

12YS : Refers to the title of film 12 Years a Slave
Datum 01 : Refers to number of data
T : Refers to the kind of form of address (Title, Title plus Last Name, First Name, and Multiple Name)
07:10 : Refers to the exact time when the address form employed by the character

The coding of kind of address form used by the character is:

T : Title
TLN : Title plus Last Name
FN : First Name
MN : Multiple Name