CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

This research is included into qualitative research which employs descriptive method. According to Denzin and Lincoln (1994), qualitative research focuses on interpretation of phenomena in their natural settings to make sense in terms of the meanings people bring to these settings. This research tries to interpret the phenomena, the command expression; it is a kind of social phenomenon which is usually expressed in daily life by the society. The command expression cannot be separated from the context of situation and the intention behind the utterances. Thus, it needs the continual understanding through the interactions which are shown by the character’s utterances of the novel story.

Command expression is the phenomenon which occurs in the human social life. In the object of the research, it portrays the conversation between the characters of different social classes such as the relationship between the bosses and the maids who have different skin color. The White people are the superior characters while the subordinate characters are the Black people. The command expression is not only uttered between black and white people but also the other participants including Black people who have a role as a mother. The types of utterance and the strategy that are employed by each of participants in this novel can be analyzed further when it is connected to the context. Thus, the command expression is multiple, constructed and holistic. Those three components are the characteristics of qualitative research (Lincoln & Guba, 1985).

This research also uses descriptive method as it is related to the purpose of the research which looks for and describes the command expression that the characters are employed, the politeness strategy which is used by the characters in expressing the command
illocutionary act and the factors that influence the command expression used by the characters. In descriptive qualitative research, the aims is not only to display data from specific theme but also to develop the concept from the observation, the classification and the interpretation in order to get the conceptual pattern from cultural phenomenon (Strauss & Corbin, 1998).

B. Research Location

The research location should include three components. They are place or setting, participant or actor and event (Spradley in Santosa, 2012).

1. Place (setting): In Jackson, Mississippi, United States of America (USA).

2. Participant (actor): The main characters are two Black people (Minny Jackson and Aibileen) and White people (Miss Leefolt, Miss Hilly Hoolbrook, Miss Skeeter, and Miss Celia Rae Foote). The other supporting participants of *The Help* novel are some black people who also work for white people in Jackson.

3. Event: The utterances between those characters in expressing command, either White and Black people.

C. Source of Data and Data

The source of data can be a place, informant, event, document, site, and etc (Santosa, 2012). This research uses a novel as the source of data. There are two types of data:

1. Primary data
The primary data of this research are taken from *The Help* novel which contains commanding expressions employed by White and Black people in *The Help* novel.

2. Secondary data

Besides the data taken from novel, the researcher also takes data from three previous researches which have the same topic as this research. Those research titles are *The Analysis of Command Expressions Employed by Male and Female Characters in The American TV-Series Entitled Brothers and Sisters: Season 1,Episode 1-12*, *The Analysis of Commands in The Film Princess Diaries 2: Royal Engagement* written by Eka Agustina, *A Pragmatic Analysis of Speech act of Commands by The Main Character in The Film Elizabeth: The Golden Age* is written by Annisa Dewi Widowati in 2012.

D. Sampling Technique

This research employs the criterion based sampling technique. In selecting the sample using the technique, Patton (in Santosa, 2012) states that the criterion should be based on the objective of the research which involves the description of setting, event, person, participant and the interaction.

The researcher takes all the dialogues containing command expressions employed by Black and White people in the novel entitled *The Help* as the sample of the research. After the researcher obtains the whole data, it is then classified related to the criterion so that the criterion based sampling is also used in this research. The criteria of data which can be used are as follows:
1. The command expressions are delivered by the superior character (White people)

2. The command expressions are delivered by the equal character who has the intimate relationship

E. Technique of Collecting Data

The techniques of collecting data in this research are:

1. Reading *The Help* novel for several times in order to comprehend the whole story deeply.

2. Finding, selecting, and collecting the dialogues containing command expressions which are employed by White and Black people.

3. Classifying the command expressions based on Brown and Levinson theory of politeness strategy

4. Giving a code on each classified data

F. Technique of Analyzing Data

The technique of analyzing data are as follows:

1. Describing the data related to the context of situation and the social dimension when certain command expressions are uttered. The context of dialogue includes the situational context of dialogue, the characters involve in the dialogue, and the relationship between the characters

2. Identifying the command expressions which are employed by the Black and White people in the dialogue of *The Help* novel based on Brown and Levinson politeness strategy.

3. Analyzing the command expressions according to Brown and Levinson politeness strategy and analyzing also the factors that influence the characters in employing the certain politeness strategy in *The Help* novel
4. Drawing conclusions from the data analysis result and giving suggestions

G. Data Coding

In this research, each datum is attached a code in order to analyze the data easily. The data coding is sorted based on the order of the datum number, the type of politeness strategy, and the characters relationship in the dialogue.

Here is an example of data coding of this research

Data: 01/W-B/BO/D

01: refers to the number of data
W-B: refers to the character that employs the command expression (White-Black)
BO: refers to the type of politeness strategy
D: refers to the factor influencing the politeness strategy

Characters
W-B: White people to Black people
W-W: White people to White people
B-B: Black people to Black people

Politeness Strategy
BO: Bald on-record
PP: Positive Politeness
NP: Negative Politeness
OR: Off Record
Factor influencing The Politeness Strategy

P: Relative Power

D: Social Distance

R: Absolute Ranking