CHAPTER III

RESEARCH METHOD

This chapter discusses about research methodology applied in this study. It relates to the description of type of research, source of the data and data, data collection, data selection, and also steps of data analysis.

3.1 Type of Research

In this research, the researcher applied descriptive qualitative approach. It means that the researcher analyzed the collected data by describing data clearly. The collected data were in the form of utterances that were Positive Politeness Strategies used by Alice for struggling against Alzheimer. According to Denzin and Lincoln (2005:3) the definition of qualitative research as follow:

> "Qualitative research is a situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that make the world visible. These practices transform the world. They turn the world into a series of representations, including fieldnotes, interview, conversations, photographs, recordings, and memos to the self. At this level, qualitative research involves an interpretive, naturalistic approach to the world. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them."

Further, their definition is strengthened by Cresswell (2007:39) that points out qualitative research is a form of inquiry in which researchers make an interpretation of what they see, hear, and understand. He also adds that the researchers' interpretations can not be separated from their own background,

history, context, and prior understandings (*Ibid*). In addition, qualitative research begins with assumptions, a worldview, the possible use of a theoretical lens, and the study of research problems inquiring into the meaning individuals or groups ascribe to a social or human problem (*Ibid*:37).

Based on the definitions above, it means that qualitative research involves the interpretation of the researchers toward everything that is found in conducting research. The main points of the type of this research is the use of theoretical lens of the researcher in determining and analyzing the collected data. Basically, this research applied qualitative research as the researcher gave exposition and explanation clearly in the form of words for answering the statement of the problem. The researcher also made interpretations to the meaning of each data. So, this research was suitable apply qualitative research rather than quantitative research.

3.2 Source of Data and Data

The source of data in this research was film entitled "Still Alice" and its script written by Richard Glatzer and Wash Westmoreland. The film was compiled in the form of Digital Versatile Disc (DVD) and its script was retrieved from http://www.sonyclassics.com/awards-information/stillalice_screenplay.pdf, accessed on March 25, 2015. The data in this research were in the form of utterances that were Positive Politeness Strategies used by Alice for struggling against Alzheimer.

3.3 Data Collection and Data Selection

In collected and selected data, the researcher conducted some steps. The followings below were some steps conducted by the researcher:

1. Playing the film entitled "Still Alice" several times to understand the whole story.

2. Downloading the film script entitled "Still Alice" in the internet.

3. Reading a whole film script and comparing the film script with the dialogue in the film.

4. Understanding the film script deeply.

5. Collecting the data which were in the forms of utterances that were Positive Politeness Strategies used by Alice for struggling against her Alzheimer.

6. Giving number of each data in the film script.

3.4 Steps of Data Analysis

In analyzed the Positive Politeness Strategies used by Alice for struggling against Alzheimer in the film entitled "Still Alice", there were some steps conducted by the researcher. They could be seen as follows:

1. Classifying data that have been selected. The data were in the form of utterances that were Positive Politeness Strategies used by Alice for struggling against Alzheimer.

2. Analysing and interpreting each data based on Brown and Levinson's positive politeness strategy.

3. Analysing the way of Alice in using positive politeness strategies on her utterances.

4. Analysing Alice's reasons in using positive politeness strategies on her utterances.

5. Drawing conclusion from the data analysis.