

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter explains the method that the researcher used in her research. This research method was divided into research design, unit of analysis, source of data, technique of data collection, and technique of data analysis.

#### **3.1. Research Design**

In this study, the researcher used the qualitative descriptive approach in analyzing the data. Descriptive qualitative was used in this research since the researcher descriptively explained the utterances containing politeness strategies used in conversation between Sayuri Niita and Mameha. It provided systematic accurate description of data. The data of this research were the utterances produced by Sayuri Niita and Mameha in “Memoirs of a Geisha” when they were conversing to each other.

#### **3.2. Unit of Analysis**

The unit of data analysis in this thesis research was the utterances that included politeness strategies in English that were taken from the conversation between Sayuri and Mameha

### **3.3. Source of Data**

The data of the research were the conversations which contained politeness strategies produced by Sayuri Niita and Mameha when they conversed to each other. Thus, the conversations that were analyzed were only the ones between Sayuri Niita and Mameha. The conversations that were taken contained utterances that included politeness strategies in English as verbally spoken by the addressee. Non-English words such as Japanese words were excluded. The conversations were taken from “Memoirs of a Geisha”, a movie directed by Rob Marshall (2005) and the story was taken from the same book written by Arthur Golden (1997). The movie was released on 2005 and its duration was 145 minutes. The language was using both Japanese and English.

### **3.4. Techniques of Data Collection**

The data were collected from the movie entitled “Memoirs of a Geisha”. In collecting the data, the researcher used the following steps:

1. Watching “Memoirs of a Geisha” movie.
2. Listening to the conversation between the two characters, Sayuri and Mameha.
3. Downloading the transcript of “Memoirs of a Geisha” movie from the internet.

### **3.5. Techniques of Data Analysis**

The steps of technique of data analysis were:

1. Reading the transcript of “Memoirs of a Geisha” in order to investigate the utterances.

2. Sorting the utterances in the conversations between Sayuri and Mameha based on the theory of politeness strategies.
3. Identifying the politeness strategies used by both of the characters.
4. Classifying the politeness strategies based on the framework proposed by Brown and Levinson.
5. Interpreting the data.
6. Analyzing the factors that influence the choice of certain politeness strategies based on the theory of Brown and Levinson and Green.