CHAPTER III

RESEARCH METHOD

In conducting this research, it is important for a researcher to determine the research method that researcher would like to use. This chapter discusses research method used in this research including: research design, unit of analysis, source of data, technique of data collection and technique of data analysis.

3.1. Research Design

The study is descriptive quantitative. It provides the answers to the questions of how something happened and who was involved, but not why something happened or why someone was involved (explanatory research). Descriptive research provides a detailed profile of an event, condition or situation using either quantitative, qualitative or a combination of methods. Data gathering techniques such as field research and case studies are for quantitative descriptive research. Based on statement above this thesis is descriptive quantitative because this thesis describes the way politeness strategies are used by someone and there are some percentage calculation on the analysis. The data of the research are the utterances, which contain politeness strategies employed by Louanne Johnson. This study has one primary data source which is the video of *Dangerous Mind*. The researcher also used script of the dialogue of that video taken from the internet.

3.2. Unit of Analysis

The unit analysis of this study are utterances of Louanne Johnson to her students that were taken from the script of *Dangerous Mind* movie.

3.3. Source of the data

The sources of data of this study are video and data transcription. They were taken from http/ www.imsdb.com/ dangerious-mind.html. The movie was presented by Hollywood Pictures on August 11, 1995.

3.4. Techniques of Data Collection

1. Browsing many kind of videos and its transcriptions from the internet, actually there are many kind of movies and the trancriptions but the researcher only focused on this movie.

2. Choosing the video and transcription of *Dangerous Mind* movie. The researcher is so interested in analyzing this movie since this movie provides a lot of politeness strategies produced by character's conversation, especially conversation among Louanne Johnson especially to her students when they are inside the classroom and outside the classrooom.

3. Downloading the video as well as its transcription from http/ www.imsdb.com/ dangerious-mind.html

3.5. Techniques of Data analysis

The data that have been collected then are analyzed by using the following steps:

1. Watching *Dangerous Mind* movie while reading its script. The researcher only twice watching the movie because this movie is easy to understand.

2. Classifying the utterances in Louanne Johnson's dialogue based on the theory of politeness strategies.

3. Identifying the politeness strategies used by Louanne Johnson. For exampale : when Ms.Johnson with Carla, a teacher in the office doing job interview.

   Exerpt 5

Carla	:	well, it would be no problem to get you emergency certification. When could you **start**?
Louanne	:	**start?**

4. Classifying the politeness strategies based on the framework proposed by Brown and Levinson (1987:94-227). For example : Ms. Johnson used Positive Politeness strategy 5 / repetation.

5. Analyzing the factors influencing the politeness strategies used by Louanne Johnson based on the theory of Brown and Levinson. For example : The utterance..."start" shows that Ms. Johnson surprised that she could start working as a teacher. It shows that she has heard correctly what Ms. Carla said and she also satisfies Ms. Carla.

6. Interpreting the data.