CHAPTER III

RESEARCH METHOD

Research method is a kind of systematic work plan in order to make its main purpose easier to achieve. The method in this research is chosen by considering its appropriateness of the research object. This research method is arranged based on the problem analyzed and the objectives of the research. The research method in this study covers research design, unit of analysis, the source of data, technique of collection and technique of data analysis.

3.1 Research design

This study simply used the qualitative research since the data engaged are displayed into in the form of strings of words. As suggested by Miles Hyberman (1994:1), this kind of data is indeed supposed to be qualitative, rather than quantitative. Qualitative research does not give the numeral or statistics but it depends on how is the knowledge of the researcher in analyzing the data.

Based on the consideration above, it means that the data were taken from Tate Taylor's "The Help" movie as the main source then they were analyzed by describing how the characters used indirect speech act on their utterances. After that, the researcher categorized the utterances into Searle's speech act classifications.

3.2 Unit of analysis

Unit of analysis in this research is utterances spoken by the characters in " The Help" film by Tate Taylor. By analyzing the characters utterances in this movie, the use of indirect speech acts can be explored.

3.3 Source of data

Source of data in this research is film. The title is The Help directed by Tate Taylor. The film indicates utterances which express indirect speech act. The film is comedy drama which has the story about the discrimination of black woman in society. Because of that, there is one of the white woman who is interested in writing that phenomena. She wants to share to the public that the black woman is very important in white people life. This film released in August 2011 which is inspired by true story and it has duration almost 3 hours. This film is created by Dreamworks Production Film.

The researcher used movie script to help her analyze the utterances. It was taken from internet, the website addressed on http://www.dreamworkspicturesawards.com/_pdf/the_help.pdf.

3.4 Techniques of data collection

The technique of gathering data applied in this study is by using several steps:

1. Searching the movie

   The researcher searched the movie by the top ten list of the movie in 2011. Then she identified one by one of those and chose one of them which have

many utterances of indirect speech acts. For this study, the researcher found The Help film by Tate Taylor. She decided it because the film has a story which comes from the true story.

2. Watching the movie

The researcher watched the movie to get a deep understanding of the movie " The Help" by Tate Taylor.

3. Downloading the movie script

The researcher downloaded the movie script in the internet,. It was taken from the webside addressed on http://www.dreamworkspicturesawards.com/_pdf/the_help.pdf.

4. Reading the movie script

The researcher found out the movie script " The Help" by Tate Taylor in the internet. It can help the resarcher to identify the utterances which are produced by the characters.

5. Analyzing the data

The researcher identified the utterances found in the movie script. In this study, the reseacher analyzed the utterances used by the characters. The utterances refer to indirect speech act in Yule. Then, they were included in Searle's speech act classification.

5.5 Techniques of data analysis

Technique analysis data is a way to identify the data as processing analysis. Hence, the data were presented by describing context or situation, and turn of the

utterance that appears in the conversation. Then, the data of this research were analyzed by using the following steps:

1. Categorizing the speaker's utterances into indirect speech act based on the Yule's theories.

2. Interpreting the utterances and including them based on the function of indirect speech act such requesting, threatening, promising, thanking, apologizing, warning, offering, commanding, refusing, etc.

3. After all the data had been arranged and analyzed, the researcher described the utterances that were classified into representative, directives, commisives, expressive, and declarations based on Searle principles.