**CHAPTER III**

**RESEARCH METHODOLOGY**

1. **The Research Method**

In this study, the researcher uses Qualitative Research in identifying the slang terms used in Black Panther movie using pragmatic approach. Kothari has defined the Qualitative is used to investigate qualitative phenomenon like to investigate motivation, human behavior, human anxiety and cetera.[[1]](#footnote-1) Patton in Newman also has stated that qualitative method is based on assumption that the study of human behavior must be different from the study of non-human phenomena.[[2]](#footnote-2) Because the analysis of slang terms by using pragmatic approach is research of human language behavior in the movie, therefore, the researcher uses this method.

In analyzing the slang terms used in Black Panther movie by using pragmatic approach, the researcher uses Library Research as the secondary method. George has defined library research as an integral part of inquiry in any field, allowing researchers to determine what related work has already been done and how experts have assessed it.[[3]](#footnote-3) Because the technique of data collecting of this study is content analysis, therefore, the researcher uses library research as the secondary method of this study. This is appropriate to Kothari.[[4]](#footnote-4)

1. **Data and Source of Data**

In conducting this study, the researcher employs the dialogue script of the movie which downloaded from the internet as primary sources. In addition, the movie with its Indonesian subtitle and its review will be used as secondary sources as reference for social distance, mood and atmosphere between the speakers. Kothari has stated that secondary sources mean data that are already available, they refer to the data which have been collected and analyzed by someone else.[[5]](#footnote-5) The selected movie for this study is *Black Panther.*

1. **The Time of Study**

This study is conducted on Black Panther movie, and the study is conducted before December 2018.

1. **The Technique of Data Collecting**

The researcher uses primary data which got from movie script downloaded from the internet. She uses document or content analysis to collect the data.

Kothari has defined the content analysis as the technique of data collecting which consists of analyzing the contents of documentary materials such as book, magazine, newspaper, and the contents all of verbal materials which can be either spoken or printed.[[6]](#footnote-6) Video or movie can be defined as one of the verbal materials. Therefore, the researcher uses this instrument to collect the data from the movie.

The data from Black Panther movie are collected by doing these following steps:

* + - 1. Downloading English subtitle from m.imdb.com in .srt file
			2. Opening the subtitle in .srt file
			3. Copying and pasting the dialogues in notepad into Microsoft Office 2013
			4. Printing out all the dialogues
			5. Making check mark on the words in dialogues suspected as slang
			6. Checking those words by dictionary of English slang application downloaded from app store and the Oxford Dictionary of Slang.
			7. Classifying those slang words by giving codes based on datum number, time in the movie, speaker, listener, characteristic, and function of slang.
1. **The Technique of Data Analyzing**

In this study, because the main aim of this study is to analyze the slang terms used in the movie, the researcher analyzes the data by using Descriptive Analysis technique. Tavokali has stated that “descriptive research attempt to look at individuals, groups, institutions, method and materials in order to describe, compare, contrast, classify, analyze, and interpret the entities and the events that constitute their various field inquiry.”*[[7]](#footnote-7)*

To make the process of data analyzing easier, the researcher codes and categorizes the data. She uses coding by giving the symbol to the slang terms used in the movie script. Then, she categorizes what is slang and what is not and write it on the notebook. The last is analyzing the slang meaning by using pragmatic approach which is concerned on form and context of the speakers.

In addition, the collection of slang is drawn from the sources such as: etymological information, usage notes, definitions and the data will be cross-checked in several dictionaries, they are *The Oxford English Dictionary* (OED), *The Oxford Dictionary of Modern Slang* (ODMS), *The American Slang Dictionary,* and *English Slang Application,*

The technique of data analyzing is draswn in the chart below:

Chart 3.1 The Technique of Data Analyzing

1. Kothari*, Research Methodology,* New Age International (P) Limited, Publisher*.*2004, 3. [↑](#footnote-ref-1)
2. Isadore Newman, *Qualitative-Quantitative Research Methodology: Exploring the Interactive Continuum,* Southern Illirois University Press, 1998, 44. [↑](#footnote-ref-2)
3. Mary W George, *The Elements of Library Research What Every Student Needs to Know,* United Kingdom, Princeton University Press, 2008, 22. [↑](#footnote-ref-3)
4. Kothari, *Research Methodology*, 7. [↑](#footnote-ref-4)
5. Kothari, *Research Methodology*, 111 [↑](#footnote-ref-5)
6. Kothari, *Research Methodology*,110. [↑](#footnote-ref-6)
7. Hossein Tavokali, *A Dictionary of Research Methodology and Statistics in Applied Linguistics,* Iran, Rahmana Press, 2012, 160. [↑](#footnote-ref-7)