

## CHAPTER III

### METHODOLOGY OF RESEARCH

#### A. Research Method

The technics of method used content analysis, a study of using that is start with identifying and quantifying certain words or content in text with the understanding purpose of the contextual use of the words or content. Jane Forman and Laura Damschroder say that “Content analysis examines data that is the product of open-ended data collection techniques aimed at detail and depth, rather than measurement”.<sup>1</sup> Moreover, qualitative as a core method of this research, writer describes the types of opting out maxim from the movie “Red Shoes and the Seven Dwarfs”. All the data will be described and organized on the data description of this research paper.

Qualitative research is a scientific method of observation to gather non-numerical data.<sup>2</sup> This type of research "refers to the meanings, concepts, definitions, characteristics, metaphors, symbols, and description of things" and not to their "counts or measures". In the qualitative research, the data are collected in the form of words or pictures rather than numbers and The writer should analyze them with all their richness as closely as

---

<sup>1</sup> Liva Jacoby and Laura A. Siminoff, *Empirical Methods for Bioethics: A Primer*, United Kingdom: Elsevier Ltd, 2008, 41.

<sup>2</sup> Babbie, Earl, *The Basics of Social Research* (6th ed.), Belmont, California: Wadsworth Cengage, 2014, 303–04.

possible to the form in which they are recorded or transcribed.<sup>3</sup> It is why content analysis still included as qualitative research, because that is the process of organizing information into categories related to the central question of the research.

## **B. Instrument**

The writer herself as the main subject of the research instrument by reading and understanding the references which support this research. An instrument is documentation which is developed for research by adopting analysis. As Glaser and Strauss called attention to the usefulness of documents for theory building-a process that ‘begs for comparative analysis (with the library offering) a fantastic range of comparison groups, if only The writer has the ingenuity to discover them’.<sup>4</sup> In addition used also in research to find the historical evidence , the legal basis , and regulations ever apply. Moreover, according to Ostrower F, quoted by J Patrick William “Non participant observation is a relatively unobtrusive qualitative research strategy for gathering primary data about some aspect of the social world without interacting directly with its participants.”<sup>5</sup> Therefore, because

---

<sup>3</sup> Bogdan, R.C. and S.K. Biklen., *Qualitative Research for Education: An Introduction to Theory and Methods*, Boston: Allyn and Bacon, 1982, 250-269.

<sup>4</sup>Glaser, B. G. & Strauss, A. L. (1967). *The discovery of grounded theory: Strategies for qualitative research*. Chicago: Aldine, 179.

<sup>5</sup> J.Patrick Williams, “Nonparticipant Observation,” *ResearchGate*, (January 2008), 561.

of this research interacting indirectly to participant, the writer uses nonparticipant observation as the instrument of research.

### **C. Method of Collecting Data**

According to John Lofland and Lyn Lofland “Primary data sources in the qualitative research are words and action, additional data is interview and document.”<sup>6</sup> There are some procedures that were conducted by The writer in collecting the data. They were:

1. The writer watched Red Shoes and the Seven Dwarfs.
2. The writer searched and downloaded the transcript from the internet.
3. The writer re-checked the transcript with the dialogues in the movie.
4. The writer took note of the characters dialogues which are in accordance with the objectives of the research.
5. The writer classified the data.

### **D. Method of Data Analysis**

After the writer do collecting the data, next is data analysis. The data analysis is done by giving the descriptive information about the functional and relational data. In this part the data shown through conceptually

---

<sup>6</sup> Lofland, John & Lyn H. Lofland, *Analyzing Social Settings: A Guide to Qualitative Observation and Analysis*, Belmont, Cal.: Wads worth Publishing Company, 1984, 17.

clustered display or the data are analyzed based on each topic, theme, feature, concept or type of the data.<sup>7</sup> the writer analyzed the data by doing some steps as follows :

- 1) Observing the kinds of opting out maxim : The process of identifying the data was focus on kinds of opting out maxim in the form of dialogue, monologue, and narration among the characters that consisted of quality, quantity, relevance and manner.
- 2) Classifying the data : After observing the data, the writer classified the data of opting out maxim. Then, the writer makes a categories and explaining depends on category.
- 3) Describing the data : In this way, the writer describes the data to make a summarize and the explanation of the data. The data are then analyzed based on the analytical theory of Gricean Maxim Cooperative.
- 4) Drawing Conclusion : In the end of the step is drawing conclusion, Drawing the conclusion is part of a complete configuration activity.<sup>8</sup> In this research, the writer will conclude the results of the research based on the data that has been described.

---

<sup>7</sup> Siswanto.(2010). *Metode Penelitian Sastra; Analisis Struktur Puisi*, Yogyakarta: Pustaka Pelajar

<sup>8</sup> Miles, Huberman, *Qualitative Data Analysis (Translation)*. Jakarta: UI Press,2007, 84.