CHAPTER III

RESEARCH METHODOLOGY

A. The Method of Research

In this study, the researcher used a qualitative research in identifying the deixis used by main character in the greatest showman movie script. Roimanson has defined qualitative research is the study that generates qualitative analytical data from observed individuals and actions in the form of written or spoken words. The resulting data are in the form of word, pictures and human behavior. The research does not use applied statistical procedures because the researcher will describe the data obtained to answer the research questions. Therefore, the researcher uses this method.

Furthermore, the writer used content analysis as the type of qualitative research. According to Kothari, The process of evaluating the content of documentary materials such as books, magazine, and newspapers, as well as the contents of any other verbal items that may be spoken or printed, is known as content analysis.[1] Movies can be said as verbal communication because they contain conversations in them. Therefore, the researcher uses content analysis.

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[1] Kothari, *Research Methodology* (Jaipur: New Age International (P) Limited, Publisher, 2004), 110.

B. Unit of Analysis

The object of this research is "The Greatest Showman" movie transcript, which limited on utterance that produce by main character in this

movie. The utterance in "The Greatest Showman" movie transcript including the types of deixis, and the function of deixis. The writer analyzed focus on the main character of this movie that is Barnum. The data was taken from

https://www.scripts.com/script/the_greatest_showman_20368 by the writer.

C. Instrument of the Research

The research instrument is used to quantify natural and social phenomena that are observed.[2] In qualitative research the research instrument or tool is the researcher herself called the human instrument, because it is impossible to analyze the data directly without interpretation from it and the data is the form of words or utterances that cannot be collected using other instrument. In addition researchers need other tools, such as watching movie and writing tools.

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[2] Sugiono, *Metodelogi Penelitian Kuantitatif Kualitatif Dan R&D*, (Bandung: Alfabeta, 2012), 102.

D. Technique of Data Collection

Data collection techniques are the most strategic in research because the primary goal of research is to collect data. Burhan states that there are four methods for collecting data in qualitative research: questionnaire, interview, observation, and document method.[3]

In this study, the research employs the documentation method to collect data. The documentation is designed to extract information directly from books or other documents. In this study, the writer analyzed data using a documentary technique. This method tries to track down the source of information in the form of documents that are relevant to the research.

For doing this research, the writer chooses to use the documentation method in collecting the data, because the writer uses the script of the movie as the object of collecting or getting the data. The research data were collected through the utterance conveyed by the main character in the movie entitled "The greatest showman". To analyze the data the research took the several step:

1. The research watching the movie
2. Downloading English subtitle from www.scripts.com and printing all out the dialogues.

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[3] Burhan Bungin, *Analisis Data Penelitian Kualitatif* (jakarta: Raja Grafindo, 2006) 8.

3. Watching and looking script of the greatest showman movie for the second time to compare the dialogue.

4. Identifying deixis used in this movie.

5. Marking the types of deixis and classifying those deixis words.

E. Technique of Data Analysis

Data analysis is the act of organizing and classifying data into patterns, classifications, and fundamental units of description in order to discover themes and create working hypotheses based on the data.[4] The technique of data analysis in this research is descriptive qualitative, because the main aim of this research is to analyze the type of deixis used in this movie. According to Sugiyono qualitative research is more descriptive in nature. Collected data in the form of words or pictures, so it does not emphasize on numbers.[5]

In analyzing the data, the researcher applied procedures as follow:

1. Watching "The greatest showman" movie

In this step, the researcher give total attention to every dialog among the movie in order to get the deixis types in the greatest showman movie.

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[4] Salim dan Sahrum, 'Metodologi Penelitian Kualitatif.Pdf', (Bandung : Ciptaka Media, 2012),145.

[5] Sugiyono, Metode penelitian kuanitatif kualitatif dan r&d, 13.

2. Reading the script

    The researcher reads all the dialogues in the script carefully so that she can find deixis types in this movie.

3. Identifying the types of deixis in the greatest showman movie The next step, the researcher identifying the types of deixis found in the movie by watching, and match it to the screenplay.

4. Grouping the types of deixis

    The researcher separate deixis according to their types based on the theory of Alan Cruse.

5. Then the researcher analyzes the conversation in the movie based on five types of deixis according to the theory of Alan Cruse.

6. Drawing the conclusion