CHAPTER III
RESEARCH METHODOLOGY

In this chapter describes the research methodology, technique of collecting data and technique of analyzing the data. Prior to the discussion, the nature of qualitative research approach adopted by this study will be firstly outlined. The objective of this study was to describe the modesty and agreement maxim employed in the conversations of the movie “Dear John”, and to describe the aspects that make the utterances of the participants less or more polite in relation to Leech’s politeness principles.

3.1 Research Design

The design of this study is descriptive qualitative method. The data about utterances which are containing the maxims of politeness principle used by the characters of “Dear John” movie is described based on Geoffrey Leech’s theory. According to Arikunto (2009, p. 234) descriptive qualitative research is a method of research which provides information about an object. Meanwhile Creswell (2009, p. 173-174) define qualitative research is one of research methods which make me supposed to have brief explanation about the problem that finds in the field, because the distinctiveness of qualitative is exploration. Qualitative method is used because naturalistic which the key instrument is me. The data about utterances that are spoken by the characters of the movie is in form of words rather than numbers, concerning with process rather than simply with outcomes or products and analyzing the data inductively. This step used as the technique of searching, collecting the utterance that employed modesty
and agreement maxim based on illocutionary function, then classifying the data based on politeness principle that have been found from watching, after that interpreting to the illocutionary act utterances, then find out the aspect that makes these utterances less or more polite based on Leech’s pragmatic scale use pragmatic approach and the end I take the conclusion.

1.2. Approach

In order to analyze the data in this research, especially the modesty and agreement maxim I used pragmatic approach. It is suitable approach for this research because I describes about the modesty and agreement maxim in “Dear Jon” movie. This research discusses about modesty and agreement maxim used in “Dear John” movie. In this study, it focuses on aspect of utterance of politeness principle in Dear John. By using the pragmatic approach the reader will recognize the meaning of utterance in literary works by enfold pragmatic context.

1.3. Data and Data Source

Arikunto (2006, p.118) states that data is all facts and numbers which can become material to arrange information. Data source (Arikunto, 2006. p.129) is subject in where the data can be obtained. From this research, the data is the utterances spoken by the characters containing the maxims of politeness principle. First is modesty maxim, and the second is agreement maxim. The characters whose utterances are analyzed are John, Savannah, Bill, Tim, Ruster, Starks, Berry, Stone, Rany, Susan, Danil, Mrs. Curtis, Mr. Curtis, Profesor and Doctor. Those utterances can be found in data source “Dear John” movie that is published in 2006.
1.4. Technique of collecting data

The data about the utterances of the characters are collected through documentation following some steps. First, I watched the movie to understand the content of it. Second, she collects the modesty maxim and agreement maxim whiles I watching. Third, the utterances that contain the types of speech act: assertive/representative which commits speaker to the truth of the expressed proposition, for example, stating, suggesting, boasting, complaining, claiming, and reporting (Leech, 1983, p.105). Directive/impositive which intended to produce some effect through action by the hearer, for example, ordering, commanding, requesting, advising, and recommending (Leech, 1983, p.106). Commissive which commits speaker (to a greater or lesser degree) to some future action, for example, promising, vowing, and offering (Leech, 1983, p. 106), and expressive which have a function of expressing or making known, the psychological attitude towards a state of affairs which the illocution presupposes, for example, thanking, congratulating, pardoning, blaming, praising, condoling, etc. (Leech, 1983, p.106) are underlined. The underlined utterances which contain the maxims of politeness principle are selected and marked. And the last, the conclusion of the collected data is drawn to be continued in data analysis. The stages of the data collection are described as following sketch:

Data Collection Sketch

Step I. Watching “Dear John” Movie
Step II. Collect and list the modesty maxim and agreement maxim utterance in the movie while I am watching it.

Step III. Choosing and underline the utterances of the characters
- Assertive/Representative
- Directive/Impositive
- Expressive
- Commissive

Step IV. Selecting and Marking the utterances containing the politeness principle based on Leech’s Theory

Step V. Drawing Conclusion
3.5 Technique of analyzing data

Data analysis in this study systematically follows several steps with regard analysis descriptive. The procedure of descriptive method is divided in some steps, such as indentifying, categorizing, and classifying the data base on the set of maxims of politeness proposed by Leech, then interpreting the data.

1. Identifying, the data in this step identifying is based on the theory that prepossessed by Leech.

2. Categorizing and classifying the politeness principle that had been found from watching. The politeness principle that had been found from Dear John has been classify in two maxim which proposed by Leech. Such as tact maxim, and approbation maxim. The classification based on theory that has been explained in chapter II.

3. Analyzing and interpreting the politeness principles that occur on “Dear John” movie. In this step, I explain the politeness strategies that were classified to answer the research questions. First the I analyzed the utterance base on the theory and mark the utterance that employed the modesty and agreement maxim, then, interpreting to the illocutionary act utterances, after that find out the aspect that makes these utterances less or more polite based on Leech’s pragmatics scale. Pragmatic approach applying to recognize the meaning of utterance in Dear John.