

CHAPTER III

RESEARCH METHOD

The present chapter displays the research design, research object and subject, data collecting techniques, research instruments, data analyzing techniques, and data trustworthiness as well.

A. Research Design

The present research adopts the qualitative research design since it possesses the characteristics of qualitative research as stated by Bogdan and Biklen (2007:4). Bogdan and Biklen (2007: 4-7) introduce five suggested characteristics of qualitative research. *First*, in qualitative research, there is a natural setting as the direct source of data and the researcher is the main instrument. *Second*, qualitative research is descriptive as the data derived from the words or pictures form rather than numbers. In addition, the written results of the research include quotations from the data to illustrate and strengthen the presentation. *Third*, qualitative research focuses on the process rather than the outcomes or products. *Fourth*, in qualitative research, the researcher tends to analyze the data inductively. *Fifth*, meaning becomes the essential concern of the qualitative research.

Since the data of descriptive qualitative research are supposed to be presented in words, phrases, or sentences rather than in statistics such as number, percentage, or graphic, the researcher needs to gather the data which can be classified into the descriptive qualitative research. Thus, within this research, the negative politeness strategies in British movies are described and analyzed

qualitatively in which the data are presented in forms of words, phrases, as well as sentences.

B. Research Object and Subject

The object of the research is a very important part in a language research, since it will be analyzed to get the findings related to the topic of the research. The object of this study is the negative politeness strategies proposed by Brown and Levinson (1987) employed in *The Duchess* and *The Young Victoria* movies.

A source of the data is the subject of research from which data are obtained. The subject in this research is utterances of the main characters of those British movies. Moreover, the data of the research are the utterances containing negative politeness taken from the transcription of the main characters of *The Duchess* and *The Young Victoria* movie.

C. Data Collecting Techniques

The researcher collected the data using ‘*simak*’ method. Sudaryanto (2015: 203) states that the method is called ‘*simak*’ method because it is done by observing the language use. In other word, *simak* method is a method of collecting data by observing the language directly. Also, the researcher used *Simak Bebas Libat Cakap* technique in which the technique requires the researcher to be an observer, and not directly take a part in the process of language used. Besides *simak* method, the researcher also used ‘*catat*’ or note taking technique. Thomas (2013:185) states that note taking is a method that is used to collect the data.

In collecting the data, the researcher went through the following procedures:

1. The researcher chose the British movies.
2. The researcher watched those movies.
3. The researcher downloaded those movies scripts from the internet.
4. The researcher read carefully the downloaded scripts in order to match the script and the utterances spoken in those movies.
5. The researcher observed the conversation script implemented by main characters.
6. The researcher marked the conversation containing negative politeness strategy employed by the main characters.

D. Research Instruments

The data analysis refers to ten stages of strategy in negative politeness suggested by Brown and Levinson theory (1987). Table 1 is the guideline to check the types of politeness strategies filled in the data sheet. That is to say, the following are the characteristics of each strategy which are used as parameters to determine the negative politeness:

Table 1. The Characteristics of Negative Politeness Strategies

No.	Negative Politeness Strategies	Characteristics
1	Be conventionally indirect	Speaker uses clear utterance with indirect expression so that the use of a modal verb like “ <i>Can you please ...?</i> ” is applied to make the request sounds polite.
2	Questions, hedge	To start or to proceed the conversation politely, the speaker uses question or hesitation utterance to make sure that the interlocutor does not feel a burden about it. For instance, “ <i>I wonder why ...</i> ”, or “ <i>Do me a favor, will you?</i> ”.
3	Being pessimistic	Speaker uses the pessimistic expression to the interlocutor by expressing doubt like “ <i>I suppose</i> ” or “ <i>possibility</i> ”.
4	Minimizing the imposition	There are words like <i>just, only, a few, a little</i> or <i>taste</i> used by the speaker in the utterance to substitute the only or, to be exact, to minimize the imposition of the speaker.
5	Giving deference	Use honorifics to address the interlocutor such as “ <i>Sir</i> ”, “ <i>Ma’am</i> ” or “ <i>Your Honor</i> ” to show his or her attitude or to respect the interlocutor in the conversation.
6	Apologizing	The use of the apologizing expression to not impose the interlocutor. For instance, <i>I’m sorry, sorry for bothering you</i> , etc.
7	Impersonalizing speaker and hearer	Speaker does not include or mention directly about him or the interlocutor in the utterance, so that the speaker states what he wants to say without mentioning one’s pronoun.
8	Stating the FTA as a general rule	Rules or norms are used in the utterance in order to be realized and followed by the interlocutors so that they cannot refuse or feel a burden.
9	Nominalising	Speaker nominalizes sentence which can be stated into two forms in order to increase the formality as well as to sound polite. For instance: “ <i>It is a pleasant to be able to inform you ..</i> ”
10	Go on record as incurring a debt	Speaker requests or offers to the interlocutor in which she or he has to do something to the speaker or requester.

Table 2. The Data Sheet of Negative Politeness in *The Duchess* movie

No	Dialogue and Time	Negative Politeness Strategy										Factors				Explanation		
		1	2	3	4	5	6	7	8	9	10	Payoff	Circumstances					
													Social Distance	Relative Power	Rank of Imposition			
1.	Georgiana: <i>I must apologize, Mama. Were we making too much noise?</i> Lady Spencer: Not at all, my darling. 00:04:50-00:04:52						√						√		√			Georgiana’s mother, Lady Spencer, asks the servant to call her daughter to come to the Palace in order to inform big news. Therefore, Georgiana apologizes as soon as she meets her mother due to the noise happening outside the Palace because of the race that she and her friends did. The reason of applying the strategy is determined by payoff in which Georgiana tried to save her mother’s negative face after making noise. It is also affected by the relative power between them in which Lady Spencer holds higher power over Georgiana and as a daughter, she has to respect her mother.

Table 3. The Data Sheet of Negative Politeness in *The Young Victoria* movie

No	Dialogue and Time	Negative Politeness Strategy										Factors				Explanation		
		1	2	3	4	5	6	7	8	9	10	Payoff	Circumstances					
													Social Distance	Relative Power	Rank of Imposition			
1.	Melbourne: You needn’t worry. I’ll be your private secretary. For now, at least. Victoria: Thank you, <i>Lord</i> Melbourne. That is great comfort to me. 00:33:36-00:33:45					√							√					The use of honorific by Victoria toward Melbourne is to show her politeness related to his willing to help her. Victoria realizes that she is too young to be a Queen and scares to do her first duty. Victoria who is considered as an inexperienced sovereign feels uneasy to rule since there is nobody in the Palace can be trusted and having Melbourne as a guide is serenity to her. Payoff affects Victoria to use the strategy in which she appreciates Melbourne’s desire to assist her as a Queen’s private secretary.

Note: Negative Politeness Strategies

1. Be conventionally indirect
2. Question, Hedge
3. Be pessimistic
4. Minimize the imposition
5. Give deference
6. Apologize
7. Impersonalize speaker and hearer
8. State the FTA as general rule
9. Nominalize
10. Go on record as incurring debt

As table 2 shows, there is a condition in which the speaker performs a specific strategy due to two factors. Those factors are payoff and relative power. Both factors can be determined by the background of the interlocutor and also the situation of conversation. In particular, Georgiana tried to save her mother's negative face after making noise and also to respect her as a daughter since Lady Spencer, her mother, holds higher power over Georgiana.

E. Data Analyzing Techniques

After collecting the data, the next stage is analyzing the data. Based on Sudaryanto (2015: 15), data analysis method is a technique used to analyze the collected data. In this research, the researcher applied the *Padan* method, or the identity method, in which the indicator device is beyond or not a part of language (Sudaryanto, 2015:15). The method was used to discover the meaning of the speaker's utterance which is in accordance to the hearer's point of view in the process of data analyzing. As the research concerns in analyzing the meanings of speaker's utterances, the researcher also applied *Pragmatic* method.

In doing the analysis, the procedures are as follows:

1. Observation:

The researcher observed the utterances taken from the movies' transcription.

2. Identification:

The researcher identified the negative politeness strategies employed in the movies according to the theory of Brown and Levinson (1987).

3. Categorization:

The researcher categorized and classified the data based on the negative politeness strategies proposed by Brown and Levinson (1987).

4. Data analysis:

The researcher analyzed the data that have been categorized and classified based on the negative politeness strategies proposed by Brown and Levinson (1987).

5. Formulation and conclusion:

The researcher formulated the data that have been analyzed to gain a new and comprehensive description in order to draw a conclusion of the research.

F. Data Trustworthiness

Vanderstoep and Johnston (2009:179) state that triangulation is a means to establish the data validity and reliability by using more than one methodology to answer the same question. It is supported by Lodico (2010: 165) who states that triangulation is a process of qualitative research in analysing the data by comparing different data sources with one another. That is to say, triangulation technique is conducted by the researcher to ensure the quality of this present research and also to confirm that this research is trustworthy through the process of content validity and expert judgment.

According to Litosseliti (2010:34), triangulation consists of four types namely data triangulation, investigator triangulation, theoretical triangulation, and investigator triangulation. In this present research, the researcher employed investigator triangulation and theoretical triangulation. As a result, the process of investigating and interpreting the data is carried out as the theoretical triangulation. Litosseliti (2010: 34) claims that it is confirmed as the use of several theories in the similar research for the purpose to support or disprove the findings. In short, it is useful since dissimilar theories assist the researcher to see encountered problems. Consequently, the researcher triangulated the data by using the theory of Brown and Levinson (1987) related to negative politeness strategies and factors to choose a certain strategy.

Beside the theoretical triangulation, the research also conducted an investigator triangulation in order to gain reliability of the data. According to Cohen, Manion, & Morrison (2018: 266), investigator triangulation pertains to the use of participants whose observational styles are different from each other in a research setting. By using investigator triangulation, the researcher used more than one investigator to investigate the data of this present research. Those investigators are master degree students of Applied Linguistics at Yogyakarta State University. Furthermore, the researcher discussed and consulted the data with her supervisor who is expert in pragmatics. Moreover, the judgment of expert plays vital role in creating judgment related to the conformity between the theoretical framework and the analyzed data. In the present research, the expert is

a person who has a highly comprehension towards the negative politeness strategy who is selected to be a reviewer as well as validator.