

## CHAPTER III

### RESEARCH METHODOLOGY

#### A. Type of Research

In this research, the researcher applied a descriptive qualitative method by collecting data in the form of words, pictures, and not figures or numbers (Moleong:2007). It is because of the application of qualitative method.

Furthermore, qualitative research is the type of research that the result of the research is not drawn from the statistic procedure or in the form of other calculations (Strauss & Corbin, 2003: 4). It is an interpretation research. As such, the biases, values, and judgment of the researcher become stated explicitly in the research report (Creswell, 1994: 147)

#### B. Data and Source of Data

A researcher has four types of forms of data as Creswell said (1994)

There are four basic types of information to collect: observations (ranging from non-participant to participant), interviews (ranging from semi structured to open-ended), documents (ranging from private to public). And audio-visual materials (including materials such as photographs, compact disks, and videotape) (p.120)

Since the film as an audio-visual can be used as the data of a research, the researcher used a film entitled *BRING IT ON MANIA* as the source of data.

The film is chosen since it has phenomena of the variety of gossips and their responses. The data in this research are dialogs containing gossips and gossip responses expressed by the characters in the film *BRING IT ON MANIA*

### C. Sample and Sampling Technique

Moleong (2007) states that the only one sampling that is used in qualitative research is purposive sampling. Furthermore, Sutopo (2002) explains that purposive sampling is the right sampling technique to gain the research of the phenomenon that being analyzed.

Based on the explanation above, this research used purposive sampling technique. It is used for taking the samples that match with the characteristics or criteria of the phenomena of the study. In this research, the dialogs containing gossip, gossip responses expressed by the characters in the film *BRING IT ON MANIA* found in the data were taken as the samples of the research.

### D. Equipments of the Research

The main characteristic of qualitative research is that the researcher is the main instrument who conducts the whole research process (Moleong, 2007: 163). However, the researcher also needed some equipments to support in conducting the research. Here, the researcher needed a set of computer to conduct the research. The uses of the equipments are as follows:

- a. VCD Player. The researcher needed a VCD player to play the film, to rewind and to repeat particular scene of the film *BRING IT ON MANIA* in which the gossip occurs.
- b. Monitor. It was used to display the picture of the film *BRING IT ON MANIA* from the player.

### E. Technique of Collecting Data

In collecting the data, the researcher does the step as follow :

- a. Replaying the film entitled *BRING IT ON MANIA*
- b. Studying the conversations and taking the conversations including gossips as data
- c. Identifying dialogs containing gossips into conversational organization.
- d. Giving the mark on gossip utterances and gossip responses in the dialogs. Utterances typed bold are gossip topics, while the italic utterances are gossip response.
- e. Giving a code in each classified data

### F. Data Coding

Strauss & Corbin (2003: 51) states that coding is the data description process, conceptualization, and the rearrangement in the new way. In this

research, the data coding was done in order to make the analysis of each datum easier. The data were given some codes. The data coding was based on the order of the datum number, topic of gossip, and the domain of the gossip. The example of data coding is as follows:

*Data 01/M/fri*

01 : refers to number of datum

M : refers to topic on men

The coding of the topic of gossip is:

- F (topic on family)
- B (topic on boasting)
- W (topic on women)
- M (topic on men)

Fri : refers to domain

The coding of the domains of the dialogs in the film is:

- Friendship domain (Fri)
- Family domain (Fam)
- Organizational domain (Org)

### **C. Technique of Analyzing Data**

The collected data were analyzed by conducting the following steps:

- a. Classifying the topics of gossip employed by the characters in the dialogs of the film *BRING IT ON MANIA* based on Leaper and Holliday.
- b. Describing the data in relation to the context of the dialogs when certain topics of gossip occur. The context of the dialogs covers the situational context of the dialogs, the participants of the dialogs, and the relationship between the participants.
- c. Analyzing the gossip responses based on Divale and Seda's topics of gossip.
- d. Analyzing the gossip functions based on Fo's theory of gossip functions.
- e. Drawing conclusion and giving suggestions.

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