CHAPTER III

RESEARCH METHOD

This chapter presents the research methods of researcher in conducting her research, such as types of research, data and data sources, technique of data collection, technique of data analysis, data collection, and data validity.

A. Types and Design of Research

1. Type of Research

The type of this research was qualitative descriptive. Acoording to Creswell (2014) qualitative research is a method to explore and understand the meaning of individuals or groups of people who are ascribed to social or humanitarian problems. Qualitative research is more descriptive in nature, because the data collected is in the form of words or pictures, so it does not emphasize numbers. In addition, descriptive research is designed to obtain information about the current status of the phenomenon. This is directed at determining the nature of the situation as it existed at the time of the study. Descriptive research is research that asks questions about natural events, or distribution variables; it involves describing but not manipulating variables (Ary et al., 2010). This research uses qualitative descriptive because the researcher tries to analyze and describe the expression of refusal.

2. Design of Research

The design of this research was content analysis. Content or document analysis is applied to written or visual materials to identify specific characteristics. In addition, content analysis focuses on analyzing and interpreting recorded materials to study human behaviour (Ary et al., 2010). The material intended for analysis may be a textbook, newspaper, web page, speech, television program, advertisement, musical composition, or various other types of documents. It can be interpreted that this research data is in the form of words, sentences, or expressions that contain cohesive devices in a series. One type of literary work has words, sentences, expressions, etc. So, this research reviews refusal expression on script of Bridgerton TV series.

B. Subject and Object of Research

1. Subject of the Research

Subject of this study were characters in the *Bridgerton* TV series. These figures include Daphne Bridgerton, Simon Basset, Lady Bridgerton, Anthony Bridgerton, Benedict Bridgerton, Colin Bridgerton, Eloise Bridgerton, Penelope Featherington, Lady Portia Featherington, Lord Featherington, Marina Thompson, Lady Danbury, Nigel Berbrooke, Lady Cowper, Phillip Crane, Siena Rosso, Will Mondrich, and Cressida Cowper. The researcher chose the character above as the subject because each character contributed to conversations that contained expressions of refusal, which the researcher will investigate later.

2. Object of the Research

The notion of the object of research itself is a trait, attribute, value of a person, or activity that has a particular variation determined by the researcher to be studied and then drawn conclusions (Sugiyono, 2013). The object used in this study were conversations containing expressions of refusal expressed by the subjects mentioned above in the *Bridgerton* TV series.

C. Data and Data Sources

1. Data

Data is a raw material that needs to be processed to produce information in order to find answers to research problems. The data used in this research were excerpts that led to the refusal expression, and the researcher found it in *Bridgerton* TV Series. There are 100 excerpts data show the refusal expression.

2. Data Sources

Data sources are sources of data obtained, such as humans, objects, or paper (Sutopo, 2002). Meanwhile, the source of data used in this study was the transcription of the *Bridgerton* TV series.

D. Technique of Data Collection

In addition to getting information in this study, the researcher conducted library research on Sugiono.

The data collection techniques in this study as follows:

1. Watching and reading the script of *Bridgerton* TV series.
2. Identifying several conversations that contain refusal expression to be used as raw data.
3. Transcribing the utterances of refusal expression used by the characters in *Bridgerton* TV series.
4. Analyzing the types and strategies of refusal expression based on Yang (2008) and Beebe et al (1990)

E. Data Validity

In this research, the present researcher used Expert Judgement. According to Luque-Vara et al. (2020), a well-informed opinion from individuals who have a track record in the subject, who are regarded as qualified experts in the field by others, is called expert judgment. Moreover, the expert judgment also can provide information, evidence, judgments, and evaluations. Mastery or expertise in the field of study is crucial in the judge selection procedure, either through academic study or experience. In this research, the excerpt Judgment is Prof. Dr. Endang Fauziati M. Hum.

F. Data Analysis Technique

Working with information, organizing information, sorting units that make sense, synthesizing, searching and finding designs, discovering key points and what to study together, and choosing what material to share with others are the efforts nedded in analysis data. Activities of qualitative data analysis must be carried out interactively and continue until completion. According to Miles and Huberman (in Sugiyono, 2013), there were three activities in data analysis: data reduction, data display, and the last were concluding.
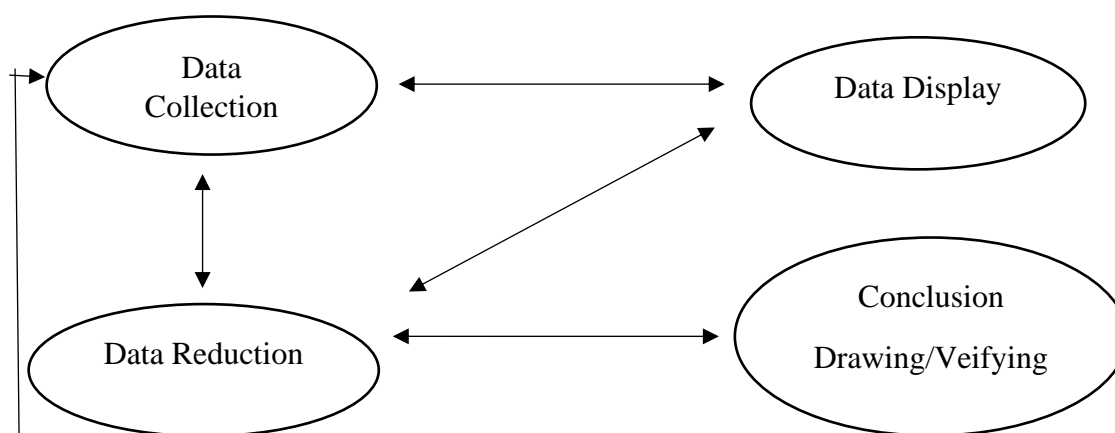

Figure 3.1. Technique Analysis Data

1. Data Reduction

Data reduction is the first step that researchers must take in analyzing the data in this study. According to Miles and Huberman, data reduction refers to the process of sorting, focusing, simplifying, abstracting, and transforming data in the form of field notes or written transcripts. In this study, the data used is a script from the *Bridgerton* TV series.

Based on Miles' theory, the researcher first identified by watching the video and reading the script to see the context earlier. Next, the researcher chose conversations containing excerpts of refusal expression. Before the researcher focuses on the problem or research objective. Researchers analyzed the data by using coding. Encode the data, as follows:

01/EOR/E1/BS

01 : Number of data

EOR : Expression of Refusal

E1 : Episode 1

BS : Bridgerton series (The source of data)

2. Data Display

In qualitative research, researchers can display data in brief descriptions, tables, graphs, relationships between categories, flowcharts and the like. According to Miles and Huberman, narrative text is a way of presenting data that researchers often use. The data display is straightforward and helps researchers understand what is happening, and can easily plan the following work based on what is understood. In this step, the researcher showed and displayed tables and elaborations for each data. The researcher not only displays the data in general but in particular. Based on the excerpts, there are types and strategies of refusal, and the researcher will group them into subcategories. In addition, the researcher also explains the reasons for each subcategory, such as the types/initiation acts of refusal (requests, invitations, suggestions, and offers) and refusal strategies (direct, indirect, and adjunct).

The researcher analyzed research based on theories. The techniques of analyzing data are:

3. To analyze question number 1 about types of refusal expression, the researcher used the theory of Yang (2008)

4. To analyze question number 2 about strategies of refusal expression, the researcher used theory of Beebe et al (1990)

3. Conclusion

After performing data reduction and data display, the last step in analyzing the data in this study is concluding. According to Miles and Huberman, conclusions may not emerge until data collection is complete. It can depend on the corpus of field notes, coding storage and retrieval methods from the funding agency. However, they are often predetermined even when a researcher claims to have a place inductively. This step concludes the research results based on the research problem and the theory used. Here the researcher had two research problems, namely first, the types or initiation acts of refusal. Moreover, the second was to analyze the strategies used by the characters in the *Bridgerton* TV series. In addition, the researchers used the theory of Bebee et al. and Yang.