CHAPTER III
RESEARCH METHOD

3.1 Research Method

A research design is a framework or blueprint for conducting the marketing research project. It details the procedures necessary for obtaining the information needed to structure or solve marketing research problems. In simple words it is the general plan of how you will go about your research.. According to Kerlinger (2008:-) "Research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to control variance". Therefore, the research design is one of the important thing to do in the research of study. Moreover, the writer uses library resources and descriptive qualitative as the method to conduct the research.

The writer uses a descriptive qualitative approach to support the research. According to Kusumah (2010:12) "qualitative research method was developed in social science to enable researchers to study social and cultural phenomena." The qualitative approach gave the writer some advantages, it provides a foundation for the production of data through a variety of sources and means. Therefore, descriptive qualitative is the proper method to be implement in this research.

The proper method is needed in this research to have good data in order

to interpret the result. The writer thinks that the proper method is qualitative approach. Qualitative approach provide the ways of discerning, examining, comparing and interpreting data. According to Rusyana (1982:2) "The descriptive method is a method that solves an actual problem by collecting the data, clarifying data, analyzing the data and interpreting the data."

The descriptive qualitative method is used in order to provide a systematic description of a situation or condition of phenomena as factual and accurate as possible. Therefore, descriptive qualitative method is the best way to describe the data. In spite of that, Alwasilah (2002:-) said "the qualitative research result does not find generalization but find an understanding and case by collecting and doing data analysis." Hence, the writer choose this method to describe the data that has been found in this study.

3.2 Data Source

In this research, the data source is from Grown ups movie script which are written by Adam sandler and Fred wolf

This research chooses Grown ups movie script based on slang words in Grown ups movie. The writer took the data from the movie, movie script and internet.

3.3 The Procedure of Collecting Data

There are some procedures to collecting the data that support this research. The first step is watch the movie. Secondly, read the movie script In addition the process of close reading, the writer can understand more each of word to be identified and classified as slang words. third, the writer identified the words in the movie which consist of slang words to find the data that going to be categorized as the resources of analyzing the change of meaning. After categorizing the data, the last step is to collecting and arranging the data systematically to get the main resources of analyzing the semantic process in Grown ups movie script.

3.4 Data Analysis

In analyzing the data, the writer read data to identify the slang words which have meaning. Second, the writer classifying the data based on slang words which is contain change of meaning in the movie script. Third, the writer analyzing the data to make a main line of semantic process in each slang words, The last step, the writer concluded the data that has been analyzing to be interpreted. The detail of the steps are listed below:

1. Analyzing

After categorizing the data as the result of close reading, the writer will analyze the meaning which is consist in each slang words. As the

guide to know the classification of change of meaning, the writer look the dictionary for more vocabulary as the comparison of meaning to be classify. Next step, the writer will analyze the meaning in each slang words to knowing which words consist of change of meaning.

2. Describing

After analyzing the change of meaning in each slang words, the writer will describing the slang words which is consist of change of meaning. The writer will describe widely of the semantic process to obtain more specific information of meanings.

3. Interpreting

The last steps is to interpreting or to making conclusion. After describing the meaning which consist in each slang words, the writer will knowing better of messages that consist in each slang words. The writer will conclude the change of meaning to obtain the messages that consist in each slang words. Finally, the writer will arrange the conclusion to be interpret in this research.