

Chapter III

Research Methodology

A research must have a details and systematic plan, as well as methods used to answer research questions and reach conclusions. Therefore, in this chapter, the researcher will explain in depth the research design, data collection and data analysis.

3.1 Research Design

The methodology is a tool utilized by researchers to achieve a goal. There are two types of data collection methods in a study: qualitative and quantitative. According to Endraswara (2003), the qualitative method involves conducting research that does not prioritize numerical analysis, but prioritizing appreciation and focusing on research on a phenomenon. Meanwhile, quantitative research methods entail systematic investigations of social phenomena through numerical data (Watson Roger, 2015). Thus, it can be concluded that the qualitative method is research that does not prioritize numerical analysis, whereas the quantitative method requires numerical data in its analysis.

The researcher in this study will analyze the speech styles of the main characters in the "The End of The F***ing World" Netflix series. This study will use a qualitative method because the data taken is in the spoken language in a dialogue in a dialogue sequence, which is consistent with Moleong's (2007) assertion.

3.2 Sources of Data

To be able to get research information, researchers need data. Data refers to factual information used to answer questions in research. The data source in a study is the subject where data can be collected to achieve research objectives (Arikunto, 2010: 172). Sources of data related to the object of research are all the dialogues of the main characters in "The End of The F***ing World," a Netflix series season 1. The dialogue for the main character will be taken from the dialogue transcript on the website <https://8flix.com/transcripts/the-end-of-the-fucking-world-season-1-dialogue/>. In addition to transcripts, data is taken from series watched live on the Netflix platform.

3.3 Data Collection

Data collection is a step in the most important research, which certainly has the aim of obtaining data. In the research "An Analysis of The Speech Style by The Main Characters in "The End of The F***ing World" Netflix Series ", the method used in this research is the document analysis method. There are several types of document, there are documents in the form of writing, document in the form images, and document in the form works. Document in the form of writing are such as diaries, life histories, biographies, or regulations. Documents in the form of images are photos, drawings, sketches, and others. As for documents in the form of works, for example, works of art, which can be in the form of drawings, sculptures,

films, and others (Sugiyono 2009: 156). Therefore, in this research the researcher uses the document analysis method with qualitative approach because the data taken is in the form of dialogue transcripts and the series "The End of the F***ing World."

Below is a table that will answer the research problem.

No.	Data	Character's Identity	Speech Style	Factor Influencing
1.				
2.				
3.				

Table 3.1 Speech Style and Factor that Influence the Main Character in Speech Style "The End of The F***ing World" Netflix Series

No.	Types of Speech Style	Frequency
1.	Slang	
2.	Colloquial	
3.	Informal	
4.	Formal	

Tabel 3.2 The Frequency of Speech Style Emergence

3.4 Data Analysis

According to Moelong (2014), analysis is the process of organizing and sorting data into patterns, categories, and units of description. The steps used in this study to analyze the data are:

1. Familiarizing the Data

This is the first stage in analyzing the data. Researchers must observe the entire series and the transcript. The researcher pays serious attention to every dialogue between the character and other character in order to understand the speech styles contained in the series "The End of the F***ing World". (Chaer, 2004)

2. Data Reduction

After watching the entire series and the dialogue between the characters, the researcher then marked the sentences that contained speech styles. The style of language is then classified or identified as formal style, informal style, colloquial style, or slang. The data is also classified based on the context of the language, such as the participant, the setting, the function, or the topic.

3. Presentation of data

The presentation of data is a series of steps in a process of completion in research using analytical methods according to the desired objectives (Yuni, 2011). In this study, the presentation begins by providing a description of the research results that have

been classified, which is then discussed to obtain clear information about the topic being discussed.

4. Conclusion

Conclusion is the final stage in data analysis. What is done at this stage is to provide conclusions on the data analysis and evaluation of activities based on the data that has been obtained. The conclusion covers the various types of speech styles used by the main characters in "The End of the Fucking World" Netflix series and factors that influence them.