Chapter III
Research Methodology

Research needs to have a detailed and systematic plan and methods to answer the research questions and draw conclusions. Therefore, in this chapter the researcher will explain in detail the research design, data collection and data analysis.

3.1 Research Design

Methodology is an activity to determine the search process using certain procedures used by researchers to achieve a goal. There are two types of data collection methods in research, including qualitative and quantitative. Qualitative methods are research methods that focus on social phenomena and do not prioritize numerical analysis (Endraswara: 2003). On the other hand, according to Watson Roger (2015), the quantitative method is a research method that requires the systematic investigation of social phenomena through numerical data. It can be concluded that qualitative methods are methods that do not prioritize numerical analysis, while quantitative methods require numerical data in their research.

Researchers in this study will analyze the use of slang words in The Lorax movie. This research will use a qualitative method because the data will be taken from dialogue transcripts as stated by Bogdan and Taylor (in Moleong, 2007:3) that qualitative methodology is a research procedure that produces descriptive data in the form of written and spoken words from the people and objects observed.

3.2 Source of Data

To obtain the data needed for research, researchers need factual information. This information is used to answer questions that arise in the research process. The source of data in the study is the subjects from which the data can be collected for the purpose of research (Arikunto, 2010: 129). The data source related to the object of this research comes from dialogue of The Lorax movie. The dialogue will be obtained from the dialogue transcript from the website, https://assets.scriptslug.com/live/pdf/scripts/the-lorax-2012.pdf. In

addition to transcripts, data is taken from the movie watched on the online streaming 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 Slang Words in The Lorax Movie", the method used in this research is the document analysis method. Document analysis is a systematic procedure for reviewing or evaluating documents both printed and electronic (computer based and internet transmitted) material. Like other analytical methods in qualitative research, document analysis requires that data be examined and interpreted in order to elicit meaning, gain understanding, and develop empirical knowledge (Corbin & Strauss, 2008). Documents contain text (words) and images that have been recorded without a researcher intervention. Therefore, in this research the researcher uses the document analysis method with a qualitative approach because the data taken is in the form of dialogue transcripts of The Lorax movie. In this study, the steps that are taken to obtain the data are :

1. Watching and reading the dialogue of the The Lorax movie
2. Collecting and identifying the data that contain slang words
3. Observing the data collected from the dialogue transcript of The Lorax movie
4. Reporting the result of analyzed data

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 final stage of data analysis. The researcher must carefully examine both the entire movie and transcript, paying close attention to the dialogue between characters in order to gain understanding of the slang words contained in The Lorax movie.

2. Data Reduction

   After reviewing the complete movie and analyzing the dialogues, the researcher identified sentences containing slang words and categorized them as Fresh and Creative, Flippant, Imitative, Acronym and Clipping. After categorizing, the researcher will find the meaning and function of each slang word found.

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 starts by describing the categorized research findings and then deliberating them to obtain clear details about the subject matter.

4. Conclusion

   The final step of data analysis is drawing conclusions. This involves evaluating the data gathered and providing insights. The conclusion covers the various types of slang, the meaning and the function used by the characters in The Lorax movie.