

## CHAPTER 3

### METHOD OF DATA COLLECTION AND ANALYSIS

#### 3.1 Research Design

To address the research questions, the writer used qualitative method. Qualitative approach uses data collection, analysis, interpretation, and report writing differ from the traditional, quantitative approaches. Purposeful sampling, collection of open-ended data, analysis of text or pictures, representation of information in figures and tables, and personal interpretation of the findings all inform qualitative procedures. Qualitative studies do not include an explicit theory and present descriptive research of the central phenomenon. (Creswell, 2009)

The writer chose this research tool because it is used to identify and focus on the communication trends of any individual, groups, or even institution. It is a strong research tool, as it is very useful to analyze historical material.

#### 3.2 Method of Data Collection

##### 3.2.1 Source

To analyze the use of deixis in this study, the writer will use *The Duchess* movie script. The duration of *The Duchess* is 1:50:01. As a short synopsis, following the life of the 18<sup>th</sup> century life of Georgiana as the Duchess of Devonshire being a kind and popular aristocrat, but trapped in a failed marriage and has to face personal conflicts - including living with her husband's mistress which happens to be her best friend and falling passionately in love with a young politician.

### 3.2.2 Procedure

Before the writer collected data, the writer read several journals about deixis, pragmatics, and thesis about deixis, and looking for the suitable theory with the study. The writer also watched *The Duchess* to receive good understanding about the content, and every conversation in the movie. To collect data, the writer first downloaded the script from the Internet (<http://downloads.bbc.co.uk/writersroom/scripts/The-Duchess-final.pdf>), then printed the script, before the writer read the script thoroughly, and made a data collection based on the script. Next, the writer interpreted the table of data based on person deixis and the social deixis.

### 3.3 Method of Data Analysis

Data were analyzed in qualitative methodology. In the study, the writer analyzed the use of person and social deixis from *The Duchess*. And the occurrences of the data were identified and classified into each type of both person and social deixis. And the classified data were analyzed and described why such deixis occur. All of the analyses were framed in the Levinson analysis of deixis. “Deixis concerns ways in which interpretation of utterances depends on the analysis of the context of utterance”