

CHAPTER III

RESEARCH METHODOLOGY

In order to analyze the language used in the animated cartoon films, there are some approaches that can be used. Here, the writer chooses Syntax approach for this research. In Syntax, the writer finds the theory of the *Basic Sentence Patterns*, therefore Syntax is *the* approach **that** suits the Writer's need to conduct this study. The purpose of using Syntax is to help the writer to figure out what sentence patterns construct the language of Pongo and Cruella in '101 Dalmatians' animated cartoon film.

The writer decides to use the theory of Basic Sentence Patterns (Norman C. Stageberg, 1977) as a guidance of the analyzing process of this study.

This study can be classified as a qualitative study because in this research, the writer shows the sentence patterns that appear in Pongo and Cruella's dialogues and what sentence patterns are dominant in those dialogues.

The writer uses a descriptive method to describe the sentence patterns of the utterances. First of all, the writer makes the transcription of the utterances and codes them. Then, she uses the theory to analyze the utterances and classify them based on the sentence patterns. Next, she counts the numbers of the utterances that appear in each pattern and calculates the percentage in each pattern. Finally, she draws a conclusion based on the findings of the analysis.

The following description is divided into two parts, to show the process of the analysis. The first part is the data collection and the second part is the data analysis.

3.1. DATA COLLECTION

As the **source of the data**, the writer uses the transcription of the dialogues. She gives codes to make it easy to find which part of the dialogue is being discussed. Below are the examples of the codes:

C01: Anita, darling!

- **C** means Cruella's utterance.
- **01** means the first dialogue of Cruella.

P03 Oh, don't worry, Perdy. Here is not on to her. Nothing is going to happen to our puppies.

- **P** means Pongo's utterances.
- **03** means the third dialogue of Pongo

The writer founds forty-one dialogues of Cruella and fifty- four dialogues of Pongo. Those dialogues of Pongo and Cruella are the **real data** of this study.

Since Pongo (the protagonist) and Cruella (the antagonist) are the main characters of this film, the writer hopes that the data is representatively enough

3.2. DATA ANALYSIS

There are some steps the writer follows in the data analysis.

P01	Perdita darling,	<u>You</u> <u>are</u> <u>Perdita darling</u> N Ø be Ø N(P)I
	You're all right?	<u>You</u> <u>are</u> <u>all right</u> Q N be Adv

2. Classify the data following **basic sentence patterns** suggested by Norman C. Stageberg (1977).

The writer takes the **basic sentence patterns** theory from *An Introductory English Grammar*. Here is the example of the pattern.

Pattern 1: N(P) be Adj

Then, she puts the dialogues to the suitable pattern.

Pattern 1: N(P) be Adj

P09: *I* *am* *afraid*

It means that the sentence above belongs to the first pattern, since it consists of a *noun* (I), a *be* (am), and an **adjective** (afraid).

2. Put the findings in **tables** and make the **percentage**.

The writer put the findings of the sentence pattern analysis, which are found in Pongo's and Cruella's dialogues in tables. The example of the table:

PONGO

Pattern	1	2	3	4	5	6	7	8	9	there	it
Pongo											
Pongo in %											

Then, the writer counts the percentage of each pattern of the dialogues of Pongo and Cruella, and put them also into table. Thus, there two tables in the analysis, one is Pongo and the other is Cruella. From the table, the writer is able to see the result of the analysis clearly. Below is the formula she uses to count the percentage:

$$\frac{\text{TsP}}{\text{TS}} \times 100\% = \text{TsP}\%$$

Note:

- TsP = Total number of each sentence pattern in Pongo's or Cruella's dialogues.
- TS = Total number of the whole sentence patterns in Pongo's or Cruella's dialogues.
- **TsP%** = The percentage of the total number of each sentence pattern in Pongo's or Cruella's dialogues.

3. Discuss the dominant sentence pattern in both Pongo's and Cruella's dialogues.

Those are the methods the writer uses to conduct this research. The analysis is presented in the next chapter.