

## **CHAPTER III**

### **RESEARCH METHOD**

This part tells about how the researcher collects the data and analyzes this study. The approach of the study will be explained in this chapter.

#### **3.1 Research Design**

In conducting this study, the writer used content analysis research. The data is taken from the movie, which focused on utterances and behavior of Bam Margera. As it was stated by Neuendorf that content analysis has a history of more than 50 years of use in communication, journalism, sociology, psychology, and business. Its methods stem primarily from work in the social and behavioral science (2002). In addition, the principle could be applied to human production of message, which it refers to Bam Margera's utterances. Firstly, the principle went to apply the kind of swear words spoken by Bam Margera. Thus, by knowing the kinds of swear words, writer could find out the situation based on the actual event in the movie. Furthermore, the meanings will be interpreted as the writer knowledge.

#### **3.2 Data and Source**

The data was taken from the movie entitled Jackass Number Two, which consist of many dangerous and funny stunts, where many swear words were uttered by the involved actors. Jackass Number Two is a reality show movie that has 93 minutes length of duration, which consists of many

dangerous and funny stunts. The data of this study is straight from one of the cast members named Bam Margera, who is the one that produces many kinds of swear words. Swear words appeared in many scenes he was starring.

### **3.3 Technique of Data Collection**

The data was taken from conversation of Jackass Number Two which only involves conversations of Bam Margera. The conversation was from subtitle file of Jackass Number Two. The writer transcribes the subtitle file into script. Thus, unnecessary data was deleted in order to avoid confusions and technical errors.

### **3.4 Instrument**

The instruments of this research is the researcher himself. The data was collected by watching the movie Jackass Number Two and transcribing the conversations. It is taken from utterances of Bam Margera. All the activities was done by the personal computer and office software.

### **3.5 Technique of Data Analysis**

After collecting data, the writer did many steps to analyze the data. First, the writer arranges the swear words into a table which contains of many categories of swear word that was taken from the movie entitled “Jackass Number Two”. Secondly, the writer put in the categories and wrieded an analysis within by describing the actual events that happen in the movie, in particular when the scenes of Bam Margera. Afterwards, each word was

explained based on the situation. Finally, the writer interpreted the meaning of each word using the collected references.