

CHAPTER III

RESEARCH METHOD

3.1. Research Approach

This study employs a qualitative descriptive research approach to investigate and characterize, from a sociolinguistic perspective, the language style used by characters in the movie *Hidden Figures*. A qualitative approach is used since the study's main focus is on examining verbal exchanges, social context, and the significance of linguistic choices. The research aims to offer in-depth observations of the various language styles, as defined by Martin Joos (1967), and how these styles represent the social standing of the characters, in accordance with Janet Holmes' (2013) theoretical framework, along with Brown and Levinson (1987) politeness theory.

3.2. Data and Source of Data

The characters' dialogue from the movie *Hidden Figures*, specifically from the scenes, serves as the study's primary source of data. *Hidden Figures* is a 2-hour biographical drama film adapted from a book of the same title written by Margot Lee Shetterly. The film is based on a true story about three African-American women named

Katherine Goble Johnson, Dorothy Vaughan, and Mary Jackson, who worked at NASA in the 1960s.

Katherine, Dorothy, and Mary worked as computers at NASA, which refers to someone who performs mathematical calculations, a job that existed before the development of electronic calculators. At that time, racial and gender inequality was still evident and even considered normal, as evidenced by the many facilities and communities that supported these practices. Several other characters also played a role in their life journey, such as Al Harrison, director of the Space Task Group, where Katherine was temporarily assigned as a computer; Paul Stafford, head engineer of the Space Task Group; Vivian Mitchell, the supervisor responsible for the computers; John Glenn, the astronaut; and many more.

Despite facing these challenges, the three friends remained determined and refused to give up on breaking these standards, until in the end, no one could deny their abilities and intelligence, and they played crucial roles in launching astronaut John Glenn into orbit. The film's epilogue also mentions that they succeeded in proving themselves and slowly breaking these stereotypes. Mary earned her degree and became the first African-American female engineer at

NASA, Dorothy became the first African-American female supervisor at NASA, and Katherine was accepted as a co-author and performed calculations for other launch programs. In addition, Katherine was awarded the Presidential Medal of Freedom and NASA dedicated a building named Katherine G. Johnson Computational Research Facility to honor her. This film began with a limited release on December 25, 2016, before being released broadly on January 6, 2017. The film is primarily available on streaming platforms such as Disney+ and HBO Max, but it is also available for purchase or rental on other platforms such as Apple TV, Amazon Prime Video, and Google Play. However, availability may vary slightly depending on the region.

3.3. Technique of Collecting Data

This study's data collection procedure consists of a number of organized steps. To get a thorough grasp of the plot, character interactions, and dialogue, the researcher followed a systematic data collection process. First, watch the movie. Researchers watched the entire *Hidden Figures* movie to understand and observe the interactions that occur in the movie. Second, identify and classify the language styles used in the conversations in the movie by sorting and

focusing only on data that has participant social factor as a prominent factor. Third, note the context, containing information about the situational background, the conversation's environment, and the relationships between the characters. Fourth, mapping the social dimension that appears due to the participant factor. Finally, perform a double-check by rewatching the scenes from the selected data to ensure accuracy.

3.4. Technique of Analyzing Data

Data analysis will be carried out in a number of organized steps. First, classify the collected data according to Martin Joos' theory of language style. Second, determine the dominant social dimension between the status scale or social distance scale of interactions based on the social factors of the participants. Third, classify the politeness strategies used in the dialogue and the sub-strategies applied. Fourth, note common patterns regarding the language style and politeness used. Fifth, elaborate on the results of the analysis and conclude how the use of language style in this film can illustrate the identity and social position of the characters.