

3. Research Methodology

3.1. Research Design

The nature of this study is qualitative, as mainly focusing on the investigation of the phenomenon of language use which is integral for human to partake in the social world. Creswell (2018) defined qualitative design as, “an approach to explore and understand the meaning individuals or groups ascribed to a social or human problem”. In the context of this study, the individual that is examined exercise language for narrative purposes within the space of fictionalized world. Due to language being treated as the device for constructing meaning and construing reality into units of sign that is digestible to human cognition, the study regarding it requires patterning and classifying. Creswell (2018) explained that qualitative design allows researcher to observe subjects in identifying patterns or themes. This is aligned with the transitivity system which is used to analyze dialogues spoken by Connor Kenway in extracting set of patterns that are further described and interpreted. The purpose of this study is to uncover the patterns of linguistical choices in three categories of dialogues taken from the Assassin’s Creed III (2012) game including; Connor’s dialogues, supporting characters dialogues, and villain characters for the sake of examining the development of his characterization. Therefore, descriptive qualitative design is appropriate since describing the gathered data in the form of linguistic patterns is necessary to achieve the objective of this study.

3.2. Data Collection

In collecting the data, this study employs purposeful (purposive) sampling technique. According to Lopez and Whitehead (2013), the technique involves collecting data from pre-selected sources with relevant criteria towards the aim of the study. This study takes data from Assassin’s Creed III (2012) videogame, consisting of the dialogues spoken by the protagonist – Connor Kenway, the supporting characters, and the villain characters from the beginning of the main story until the end. The three categories of transcribed dialogues were purposely selected by following the criteria in which all of them must feature Connor as the focused participant. Furthermore, the

distinction between supporting characters and villain characters is based on their role towards Connor as the main protagonist; those who are considered supporting his endeavor, and those who are considered hindering him in which typically associated with the role of a villain or antagonist character. This is done to ensure that this study has gathered enough data so that the result of analysis is complete and thorough in terms of explaining how Connor is represented by broader characters with different roles.

3.3. Procedures of Data Analysis

As stated previously, this study applies the transitivity system proposed by Halliday (1985), which is mainly used for examining the relationship between the sequence of participant, process, and circumstance. This study aims to utilize transitivity system for analyzing the dialogues spoken by three subjects: Connor Kenway, the supporting characters, and the villain characters, in order to examine how certain lexicogrammatical structure realize the characterization of Connor as the main protagonist. Following that, the first step of data analysis in this research is applying transitivity system to analyze all of the collected dialogues which take form in clauses. The second step is determining the number of transitivity processes occurrences in the entirety of the characters' dialogue by using a concordance tool such as *AntConc* version 4.2.4, in which it is a powerful computer software developed by Laurence Anthony for language data (*corpus*) purposes. The last step is to interpret and describe the result of identified types of transitivity processes in examining whether or not they contribute to the development of Connor's characterization.