CHAPTER III

RESEARCH METHOD

In this chapter, the researcher describes the research method. It covers the following topics: research design, data and data source, technique of data collection, technique of data verification and data analysis.

A. Research Design

To conduct this study, the researcher uses qualitative research approach. Qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures. Data typically collected in the participant's setting. Data analysis inductively builds from particulars to general theme and the researcher making interpretations of the meaning of the data. The final written report has a flexible structure. (Cresswell, 2009:4).

Beside, research design is the procedures that used in collecting and analyzing measures of the variables specified in the research problem research. The design of a study defines to some types and the research design uses document or content analysis. Content analysis focuses on analyzing and interpreting recorded material to learn about human behavior. This study analyzes a film entitled Zootopia. According to Ary, Jacobs, Sorensen and Razavieh (2010:29-30) the material may be public

records, textbooks, letters, films, tapes, diaries, themes, reports, or other documents.

B. Data and Data Source

This part will be present the explanation about the kind of the data and the data source where the data will be taken. Data is information about fact or statistic that can be analyzed. The data of this study is utterances or the dialogues of the movie. The source of the data is taken from the movie entitled Zootopia.

C. Technique of Data Collection

The way to collect the data is by using note taking technique. It means, the researcher gives big attention to every dialogues of the movie from the character and gives note to every part that contain to the social values. In collecting the data, the researcher uses steps as follow:

1. Watching the whole part of Zootopia movie from the beginning till the end twice.

2. Giving much attention to all of the characters of the movie.

3. Reading the script of the movie and matching it to the dialogue.

4. Giving notes to the dialogue which contain of the social values.

5. Watching back the movie and classify the values.

D. Technique of Data Verification

   a. Credibility

      Credibility in qualitative research concerns the truthfulness of the inquiry's findings. In order to check the credibility, researcher uses triangulation method on the study.

   b. Dependability

      This is referred to as dependability or trustworthiness. Some strategies to investigate dependability are using an audit trail, replication logic, stepwise replication, code–recoding, interrater comparisons, and triangulation. In this study, the way to have a dependable data analysis the researcher applies triangulation.

E. Data Analysis

Data analysis is the most complex and mysterious phase of qualitative research. Data analysis in qualitative research is a time-consuming and difficult process because typically the researcher faces massive amounts of field notes, interview transcripts, audio recordings, video data, reflections, or information from documents, all of which must be examined and interpreted (Ary et al, 2010:481). According to Ary, there are three steps to analyze the data: (1) Familiarizing and organizing, (2) Coding and reducing, (3) interpreting and representing.

   1. Organizing and Familiarizing

      The first stage in analyzing qualitative data involves familiarization and organization so that the data can be easily retrieved. Initially, the

researcher should become familiar with the data through reading and rereading notes and transcripts, viewing and reviewing videotapes, and listening repeatedly to audiotapes (Ary et al, 2010:481). In this study, the researcher gives attention when watch the movie in several times and try to understand the characters of the movie. Then, re-read the movie script to make the researcher familiar to every dialogue.

2. **Coding and Reducing**

This is the core of qualitative analysis and includes the identification of categories and themes and their refinement. The first step in coding is referred to as axial coding, open coding, preliminary coding, or provisional coding (Ary et al, 2010:483). Thus, in this data analysis, after matching the different and the similarities of the social value, the researcher put them into their categories and the researcher reduced the data that was not suitable to the topic of the research by throw them out from the list.

3. **Interpreting and Representing**

Interpretation is about bringing out the meaning, telling the story, providing an explanation, and developing plausible explanations. Representation involves how the data are presented (Ary et al, 2010:491). In analyzing value in Zootopia movie, the researcher combines some relevant theories among from literature, psychology, and philosophy. It was quite difficult and need deep thinking. After interpreting the data, then the next step is representing the data in

finding. Representation involves how the data are presented. Here, the researcher presented the data based on categories and give the description.