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

The research design subsection, often referred to as design, explains the overall structural design used in the study (Perry, 2008: 49). The design was used to answer a wide variety of questions. To conduct this study, the researcher used library research. Library research is a collection of sources of information and similar resources, made accessible to a defined community for reference or borrowing. It provides physical or digital access (Munawaroh, 2016).

This research was conducted to know about the research problem. The design of this research was used content analysis. According to Ary et al (2010: 443), content analysis is an analytic specific approach that exam the records and documents as a form of data collection. Observation, interviewing and document/analysis are the most predominant data collection strategies in qualitative research. In this research, the researcher found about the important of the moral value, the moral value that found in Frozen movie.

Based on the explanation above, this study is attempted to know the moral values that found in Frozen movie and the important of moral values that can be learned in this movie by using content analysis.

B. Data and Data Source

The data are information or facts used in discussing or deciding the answer of research question. According Arikunto (2010: 129) that the source of data in the study is the subjects from which the data can be collected for the purpose of research. In this part presented about the data source where the data was taken. Data source is subject where the data got (Cahyani, 2016). Data is the information about fact or statistic that can be analyzed. The data of this study utterances or the dialogues of the movie. The source is taken from Frozen movie. There are two data sources; the primary data and secondary data. The data that the researcher uses can be classified as follows:

1. Primary Data

The primary data is a document that written by someone who has had firsthand experience with the phenomenon under the study (Ary et al, 2010: 443). This study related with moral values in Frozen movie and it can be seen from the dialogue or statement from the character that can be taken from the script. So, the primary data in this study were movie and script of Frozen movie.

2. Secondary Data

The secondary data is a secondhand description written by someone who may have heard about an event from others but did not directly experience (Ary, 2010: 443). This study also related with the important of moral values that can be learned, so the researcher takes any literature to support this study. So, the secondary data in this study were

the data that is support the primary data source, like books, articles, journals and the others which related to this study.

C. Technique of Data Collection

Data collection method is the way to collect data used in this research. The researcher used documentation in collecting the data. The researcher conducts the documentation from the script of Frozen movie and certainly with the movie. Documentation is one of the best ways of establish dependability uses an audit trail. According Ary et al (2010: 502) that audit trails provide a mechanism by which others can determine how decisions were made and the uniqueness of the situation. Then, the way of collecting the data is by using noting technique of the movie and script. It means that the researcher give big attention to every dialogue among the actors and actress of the movie, and give note to every part which contain of moral values. The necessary steps of collecting data are as follows:

1. Finding *"Frozen"* movie

   The researcher found *"Frozen"* movie and script from Internet.

2. Understanding the types of moral value

   In this step, the researcher understands the types of moral value that used to analyze the *"Frozen"* movie.

3. Watching and understanding the *"Frozen"* movie

   The researcher watch the movie more than one, for the purpose to understand deeply about the movie.

4. Reading and understanding the script of *"Frozen"* movie.

After the researcher watch the movie more than one, then can read the script of the movie to make easy get the meaning and the purpose of the actors.

5. Giving notes to the dialogue which contain of values.

While the film is playing, researchers give notes in each scene that shows that it is one of moral values.

6. Giving much attention to every character of the players in the movie.

In addition to giving notes on each scene, researchers also pay close attention to the actors who have conveyed the moral value.

7. Watching back the movie and classify the values.

The last steps after giving notes and giving much attention to every character, the researcher will play back the movie to checking back thatmoral values which delivered by the actors have been recorded.

D. Technique of Data Verification

In this study, data verification was needed because data verification makes this study valid and far from bias. In this study, the researcher applied triangulation technique to increase the validity and credibility of the data. Triangulation are the data sources that give information by examining evidence from the sources and using it build a coherent justification for themes (Creswell, 2014: 251). Triangulation means, by which an alternate perspective is used to validate, challenge or extend existing findings (Turner et al, 2009).

Based on Denzin and Lincoln in Sukrisna (2019), there are four types of triangulation, they were: triangulation data, investor triangulation, theory

triangulation, and methodological triangulation. In this study, the researcher used triangulation data to check the validation of the data. It used to observe the moral values that found in Frozen movie and the important of moral values that can be learned from this movie. Then, the researcher checked the script and analyzes the data. The data triangulation for this study was done by analyzing all of the utterances and the last was the researcher asked the expert to check the data that have been collected.

E. Data Analysis

Data analysis is the way data to be analyzed. Data analysis is the process of organizing data into categorical pattern and unit of analysis (Moleong as cited in Yasa, 2014). In this strategy the researcher analyzes the two databases separately and uses the findings from the initial exploratory database to build into quantitative measures. It means that the researcher needs to pay careful attention to the qualitative data analysis steps and determine what findings to build on (Creswell, 2014: 276).

In addition, the researcher describes about the content of the movie by watching and reading the script of Frozen movie carefully. After that, the researcher was identifying the moral values in the movie. Then, the researcher was collecting the reference that relevant with the movie.

The researcher used content analysis. In analyzing of collecting data, the researcher used technique of analysis proposed by Miles and Huberman (1994). The steps are as follows:

1. Data Reduction

   The first step was the researcher analyzed the data by watching the movie and typed the transcription of Frozen movie. Next, the researcher identified the data from the transcription.

2. Data Display

   The second step was analyzed the data by data display. The researcher showed the data which contains of moral values. The researcher showed the moral value one by one clearly.

3. Conclusion Drawing

   The last step was analyzed the data by conclusion drawing. In this step, the researcher answered the research problem in the study. Then, the researcher made conclusion based on the findings. The conclusion of this study was the moral values that found in Frozen movie and the important of moral values that can be learned in Frozen movie.