

CHAPTER III

RESEARCH METHOD

In this chapter, the researcher described 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

Research design means that the plan or strategy of researcher to answer the research problems. According to Ary et al (2010:426), research design is the researcher's plan of how to proceed to gain an understanding of some groups or some phenomenon's in its conditions. 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 Beauty and The Beast movie.

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

B. Data and Data Source

Data source is subject where the data got (Cahyani, 2016). In this part presented about the data source where the data was taken. 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 Beauty and The Beast 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 (Art et al, 2010:443). This study related with moral values in Beauty and the Beast 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 Beauty and The Beast 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.

3. Technique of Collecting Data

In this research, the data were collected by using the method of documentation. Documentation is instead to obtain data directly from the research, such as books, journal and article that relevant with the data. The researcher uses steps to collect the data as follow:

1. Watching and understanding all the parts from beginning until the end of Beauty and The Beast movie many times.
2. Giving attention to all of the characters in the movie.
3. Reading the script of the movie and matching it with the dialogue.
4. Selecting the data from the dialogues that contain with moral values.
5. Classify the moral values when watching back the movie.

4. 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 of data source to check the validation of the data. It used to observe the moral values that found in Beauty and the Beast 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.

5. Data Analysis

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 Beauty and The Beast 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 Beauty and The Beast 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 Beauty and the Beast movie and the important of moral values that can be learned in Beauty and the Beast movie.