

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter presents the research method. It consists of research design, data and data sources, data collection, trustworthiness of the data, and data analysis and interpretation.

#### **A. Research Design**

The most important part of a research is the research design. In this study, the researcher used library study with qualitative research. According to Cresswell (2001) qualitative research is descriptive that the researcher is interested to investigate the process, meaning and understanding gained through the words or pictures. The data of qualitative research is not calculated, but shown by the description of the result. Airasian et.al (2012) state that qualitative approach is collecting and analyze of non-numeric data such as observation, interview, and other source of information.

This study used this method because it attempts to describe the language phenomena found in the Movie. The researcher gathers the data consists of words form. Therefore, the research design of this study belongs to a qualitative approach. This study focused on Stereotypes of Gender Stereotypes by *Brave* Movie. According to Bogdam and Biklen (1992), Qualitative researchers tend to analyze their data inductively. They

do not need our data or evidence to approve hypotheses they hold before entering the study; rather than the abstractions are built as the particulars that have been gathered are grouped. The research must enable to interpret their experience in the process of the research. According to Marshall & Rossman (2011), the researcher design in qualitative research remains flexible both before and throughout the actual research. The data of qualitative research is not calculated, but shown by the description of the result.

This study belonged to library research. Library research is the research which materials were likes novels, newspaper, textbooks, songs, magazines, movies, papers, and article. The object of this study was the movies of Disney. On the other hand, library research was a research, which uses library sources to collect and analyze the data. The researcher used some books and sources related with this study as references. This study belonged to library research because the data in this study were taken from transcription the dialogs of Brave's movie. Research design is very important for a study because it contains method, steps, and strategies to be taken by the researcher in conducting research.

## **B. Data and Data Sources**

The data are very significant in conducting research. Data is any information that could be taken by the researcher to answer the research problem. In this research, the data has taken from the dialog that contains the gender of stereotype.

The source of data is the sources where the data has been acquired. The source of data has been divided into two kinds, primary data, and secondary data. Ary *et.al* (1985: 332) argued that in qualitative research, two sources could be a function to get the data. Those are Primary Source and Secondary source. Primary sources can give valuable information directly; the secondary source is an additional source to get the data. The primary data has taken from a movie (*Brave*), the writer watching and looking at the script. Then secondary data are taken from books, the internet, and some of the previous studies related to this study. The movie has published in 2012, the duration of the film for 1 hour 40 minutes.

### **C. Technique of Collecting Data**

The techniques to collect the data of this research, the visual observation has been used since the data source of this study is a movie. According to Creswell, collecting data means identifying and selecting individuals for research, obtaining their permission to study them, and gathering information by asking people questions or observing their behaviors. As for the steps in conducting the qualitative approach, as a follow; (1) watching the movie repeatedly, (2) finding the gender stereotypes in the film, and (3) then analyzing the dialogues acted by the characters, as well as gender stereotypes represented in the movie. Moreover, the findings related to the keywords are taken to be investigated and classified.

#### **D. Trustworthiness of the Data**

The data of study must be valid to check the validity of the data. In this research, the researcher using credibility to check trustworthiness. Credibility in a library research is used to prove the compatibility between the data taken by the researcher and reality. Based on Ary (2010: 498), credibility is qualitative research concerns the truthfulness of the inquiry's findings. Credibility or truth value implicate how well the researcher has established confidence in the findings based on the research design, participants, and the context.

In the study the credibility of the data was taken by doing two important steps, they were seeing movie and reading the script. The researcher was the movie more than once to analyze and make the data valid.

#### **E. Data Analysis**

After collecting the data, the researcher analyzes the data. Wiersma (1991:85) stated, "Data analysis in qualitative research is a process of categorization, description, and synthesis. Data analysis is a process where the researcher systematically search and arrange the data to increase their understanding of the data and to enable them to present what they learned.

After the data has to collect, then the data permits the researcher to answer the research questions. The data analysis in this study involved the following steps:

1. Watching the *Brave* movie several times and pay attention to each dialogue of the characters in every scene.
2. Focusing on dialogue presented in the movie to find the gender stereotypes.
3. Reading the script that contains the gender of stereotypes and interpreted the data found in dialogues.
4. Classifying data into the types of gender stereotypes based on Brannon's theory, they are personal traits, domestics behaviors, occupations, and physical appearance.
5. Analyzing the data by applying analysis based on the four types of gender stereotypes, after classifying the data into some types of gender stereotypes, the researcher begins to analyze data based on Brannon's theory.
6. Making a conclusion based on the analyzed data. After that researcher found the answer from the research questions, then the researcher concludes data.