

## **CHAPTER III**

### **RESEARCH METHOD**

In this chapter, the writer discusses the aspect of dealing with the research used to collect the data and the data analysis about the movie. Those aspects are research design, data and data source, the technique of data collection, the technique of data verification, and data analysis.

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

This research was designed to get the answers about moral values in the “The Lion King” movie. This study was designed by using descriptive qualitative research. According to Bogdan and Biklen (1998:28), qualitative research is Descriptive “The data collected is in the form of the word or pictures rather than numbers”. The data were taken from various sources; by watching a movie, transcript of the movie, article, etc. The method used for this research is qualitative by using library research. The researcher of this study applies the research library to this study, because the writer analyzes the film scripts, then use the research library to get the data information in this study. For further research, analyzing the story, the researcher takes the topic of moral values contained in “The Lion King ” movie. The data were carefully collected to analyze the moral values in “The Lion King” movie.

#### **B. Data and Data Source**

Data contained some facts, values, or measurements. It can be words, measurements, observation, or just the description of things. The data

source was a source where data were collected. The source of data can be divided into two kinds, they were primary data and secondary data.

### **1. Primary Data**

According to Safi'I (2005:41), primary data is data in the research process from the original source by using appropriate data collection. It means that primary data was the data collected by the writer themselves. Primary data in this study were taken from "The Lion King" movie.

### **2. Secondary data**

According to Safi'I (2005: 141) , secondary data is data that is compiled but not by the writer or data in the form of documents, for example, the articles, supporters, geographical data, and so on. In this study, the writer collected secondary data from many sources, such as books, the internet, and other materials, that can support the primary data. The writer used the dialogue transcript of The Lion King movie to support the primary data.

### **C. The technique of Data Collection**

The data contained in this study consisted of sentences and dialogues obtained from the movie. The sentences and dialogue were collected based on the objectives of this study. The writer selected the data carefully that needed in the study of moral values of "The Lion King" movie. Several steps have been taken to collect all data in this study, such as those below:

1. First, the watched the lion king movie for two until four times, to get some information in those movies.
2. After that, the writer read the movie script of the lion king movie, to know the dialogue while watching the movie.
3. Then, the writer identifying all of the dialogues in the movie script to get the data and information about moral values.
4. Choosing the data dealing with the moral value that will be investigated.

#### **D. Techniques of Data Verification**

In this section, the writer would explain the techniques used to verify data. In general, qualitative research is used to check the validity of data, credibility, and dependability that has been used. The credibility is the measurement of whether or not the data was found by the researchers representing a "credible" interpretation from the original data source. According to Ary *et al* (2011:498), credibility in qualitative research concerns the truthfulness of the inquiry's findings. Credibility or truth value involves how well the researcher has established confidence in the findings based on the research design, participants, and context. The researcher has an obligation to represent the realities of the research participants as accurately as possible and must provide assurances in the report that this obligation was met. The term *credibility* in qualitative research is analogous to *internal validity* in quantitative research. In this study, the writer checked the credibility by watching the movies two or

four times repeatedly, until the writer got enough information before analyzing the data. The writer also checked the credibility of the data by reading the transcript repeatedly until the writer got enough information before analyzing the data.

Dependability was a way to make research consistent with the data found by using variations to get the dependability of the data itself. One way to make a data-dependent was to do work in the same context continuously without changing the methods and participants and the same results would be obtained. Based on Ary *et al* (2010:502), dependability is consistently viewed as the extent to which variation can be tracked or explained. There are some strategies to investigate dependability are using an audit trail, replication logic, stepwise replication, code–recoding, inter-rater comparisons, and triangulation. To enhance reliability, the researcher wants to demonstrate that the methods used are reproducible and consistent, that the approach and procedures used were appropriate for the context and can be documented, and that external evidence can be used to test conclusions. In this study dependability was started when the writer begin to determine the research problems, the choose the data and data sources, analyzing the data, testing the credibility of the data until the report was made.

## **E. The technique of Data Analysis**

An activity to understand and comprehend literary work needs a suitable approach. In this subchapter, the writer will explain the structural approached as a technique of data analysis.

The data from this study consist of paragraphs and dialogues of each character contained in the movie., which is the forerunner to the study of moral values contained in the film. According to Bogdan (1998:145), data analysis is the process of systematically searching an arranging the interview transcript, field notes, and other materials that the researcher accumulate to increase her own understanding of them to enable her to present what she has discover to other. In this study the writer was discussed about moral value in the movie. Based on (Linda, Eyre 1997) moral value moral values are the result of valuing process of comprehension implementing of God and humanity values in life.

The writer used this theory from (Linda, Eyre 1997) as reference to analyze the data related to the moral value in the Lion King movie. While analyzing the movie, the writer used some techniques such as the following :

1. First, the writer chooses a movie with the title The Lion King Movie.
2. The writer watched The Lion King movie until three times or more, then analyzed the dialogue in the script which could analyze as the moral value in those movies

3. The writer collected and read some book and relevant material related to moral value
4. The writer analyzed the moral values from the movie
5. The writer concluded the analyze of moral value in The Lion King movie.