

CHAPTER III

RESEARCH METHOD

This chapter consist of five points, research design, data sources, method of collecting data, method of analysis data, and trustworthiness.

A. Research Design

Research design is the plan or strategy to analyze a problem. Research design can be defined as set of equipment to help researcher in the research. According to Ary et al (2010) research design is the researcher's plan of how to proceed to gain an understanding of some groups or some phenomenon in its context. Research design used in this study was library research or content analysis with descriptive qualitative approach. Library research is the activities about collecting, read, making a notes, and analyzing the study which the sources come from library and it can be accessed either physical or digital resources. Ary et al (2010) stated that content analysis focuses on analyzing and interpreting recorded material to learn about human behavior. Recorded material obtained from textbooks, tapes, diaries, films, reports, or other documents.

Content analysis is part of qualitative descriptive research. Qualitative descriptive research studies are the least “theoretical” of all of the qualitative approaches to research. According to Cresswell (2014) states the process of qualitative research involves emerging questions and procedures, and the data analysis inductively building from particulars to general themes, and the researcher making interpretation of the meaning the data, then the final written report has a flexible structure.

B. Data and Data Sources

Data is the subject collected for material research, for example members, checklist, papers, documents or observation results. Researcher need a data to solve and analyze the problem. While source of data is subject data where researcher was obtained. The sources of data divided into two groups; primary data and secondary data.

a. Primary data

Primary data was the original data. According to Ary et al (2010) primary data written document by someone who has had firsthand experience with the phenomenon study. According to Cresswell (2012) state that primary sources present the literature in the original state and present viewpoint of the original author.

This data also provides the details of original research better than do secondary sources. The primary data in this research was video of “Searching” movie which directed by Aneesh Chaganty. The file of video “Searching” movie could be download from www.youtube/searchingmovie2018.com.

b. Secondary data

Secondary data was optional subject of data for primary data. Ary et al (2010) mentioned that common examples of secondary data sources are history books, articles in encyclopedias, and reviews of research. It was obtained from another sources, such as books, internet or others materials that support the primary data. Cresswell (2014) stated that secondary material could helpful to comment on the reliability and value of the data sources. The researcher used the subtitle which downloaded from client.rumahghosting.com. the researcher add the subtitle file in a media player device in which the movie to analyze the moral values in the movie.

C. Method of Collecting Data

Technique of collecting data was an important step in the conducted data. The aim was researcher obtained the data. Cresswell (2014) stated that in the qualitative research, there was three kinds of collecting data method; observation, interview, and document or

visual material. The method of collecting data used was document analysis or visual material. Ary et al (2010) mentioned that document analysis can be of written record (textbooks, novels, journals, policy statement, marriage records, transcripts, etc) and non-written records (photographs, audiotapes, films, musical performances, etc).

From these definition, here the researcher would explain how to collect data. The first step was the researcher watched “Searching” movie and inserted the subtitle’s dialogue through media player device. This subtitle provides of correct spelling of dialogues proper names. Therefore, it could help the researcher to understanding dialogue easily. The second step was the researcher read some articles or synopsis movie about “Searching” movie from website or others sources. The third step was the researcher tried to find out and collect the moral values “Searching” movie either from video or subtitle. Then the last, the researcher identified and made conclusion which moral value and not moral value.

D. Method of Analyzing Data

Data analysis was important steps in a part of the study, the aims was to examine the validity and dependability of data collective. According to Cresswell (2012) preparation of the data for analysis requires organizing the much amount of information, transferring it

from spoken or written words to a typed file and making decisions about whether to analyze the data. There were three steps in analyzing data; prepare and organize data, coding, and interpreting data.

1. Organize and prepare the data for analysis was involved transcribing interviews, scanning material, typing up field notes, catalogue all of visual material, and sorting or arranging the data into different types depending on the sources of information. In this research, the researcher prepared several materials for analysis. The researcher would prepare video of “Searching” movie, the subtitle dialogue and the script.
2. Coding is the process of segmenting and labelling text to from descriptions and broad themes in the data (Cresswell, 2012). From this explanation, the researcher would watch the movie and read the subtitle or context in same time to find out context which have the moral value. After that, the researcher identified the moral value then organized it into kinds of moral value, either value of giving or value of being.
3. Interpreting data or interpretation is about bringing out the meaning, telling the story, providing an explanation, and developing plausible explanations (Ary, 2010). In other definition, interpreting data was find the data and make a

results. In this step, the researcher made a report to be narrative form, because in qualitative research, most of the result analysis presented in words than number.

E. Trustworthiness or Credibility

Credibility is the term used in qualitative research. Ary et al (2010) mentioned that credibility in qualitative research concerns the truthfulness of the inquiry's findings. It involves how well the researcher has established confidence in the findings based on the research design, participants and context. In this research, the researcher used triangulation method. Triangulation was a combination of several data sources or methods to check validity as evidence.

In data triangulation, the researcher investigates whether the data collected with one procedure or instrument confirm data collected using a different procedure or instrument. The researcher wants to find support for the observations and conclusion in more than one data sources (Ary, 2010). In this study, the data was achieved by conducted two steps, they were watch movie and read the subtitle dialogue or scripts. The researcher watch "Searching" movie more than twice to analyzed and made the data valid. Moreover, the researcher also read the subtitle dialogue frequently to gain valid data.