CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the research method. It consists of research design, data and data source, technique of data collection, technique of data verification, and data analysis.

A. Research Design

In conducting the study, the most important part of a research is the research design. The research design of this study was library study with qualitative design. According to Creswell (2007) qualitative research is a means for exploring and understanding the social environment or human problem. Sugiyono (2013) qualitative methods are used to get deep data, a data contain profound meaning. Meaning means the real data or the visible data. Because of it the qualitative research does not stress on generalization, but rather on the meaning. That's all the definition of qualitative research that the researcher use to describe this research.

This study used this method because it attempts to describe the moral value found in "The Pursuit of Happyness" movie. The researcher gathers the data which consist of word form from the script of the movie and watch the movie. So, the research design of this study belongs to qualitative approach. This study focus was on the moral value of the main character of Chris Gardner. Based on the description above, the descriptive qualitative design was used in this study because the researcher wanted to explain and describe the moral value that find in the movie and recognize the moral value that possible to improve the student motivation.

This study also belonged to library study. Library study is the research, which the materials were from novels, textbooks, newspapers, web pages, speeches, television programs, and article. The object of this study was the movie directed by Gabriele Muccino the title "The Pursuit of

Happyness". This study belonged to library study because the data were taken from the transcription of "The Pursuit of Happyness" movie.

B. Data and Data Source

The data is information about the fact that can be analyzed. The data of this study is script or dialog of the movie that write in the word form and some pictures that related with the analysis. The data was taken from the movie tittle "The Pursuit of Happyness" that downloads from the internet.

The source of data refers to the subject from which the data are obtained (Arikuntolo, 1998). In this research the researcher used the source of data to support the research. The primary source of the data in this study was gotten from the movie directed by Gabriele Muccino the title "The Pursuit of Happyness". The researcher watched and transcript the movie. The secondary sources of the data taken from the book, journals, and some previous studies related with this study.

C. Technique of Data Collection

In this study, the data were collected by using note taking technique. It means the researcher gave attention to every utterance in the movie and gives note to every part that contain with the moral value.

The researcher used some steps in collecting the data. The first, the researcher watched the whole part of The Pursuit of Happyness movie from beginning until the end many times. The second, the researcher gives much attention to all of the characters in the movie. The third, the researcher typed the transcription of the movie. Then, the researcher giving notes to the dialogue which contain the type of the moral values. After that, the researcher made a group of the data that had identified by the researcher. The last, the researcher classified the data based on the form of type the moral value and recognize the moral value to improve the student motivation.

D. Technique of Data Verification

For the obtained data to be valid and the researcher can to check the data analysis in order to reduce the researcher biases and prejudices. Because of it, the researcher needs the data verification. In this study, the researcher applied triangulation technique to increase the credibility and validity of the findings.

According to Creswell (2010), triangulation data could be collected through multiple sources to include interview, observation, and document analysis. The technique triangulation covered as the triangulation data, investigator 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 dialog in "The Pursuit of Happyness" movie about the type of moral value. Then, the researcher checked the transcript and analyzed the data several times to achieve the validity. The data triangulation for this study was done by analyzing the entire dialog. The last, the researcher asked the expert to check the data that have been collected by researcher.

E. Data Analysis

Data analysis is a process whereby researchers systematically search and arrange the data in order to increase their understanding of the data and to enable them to present what they learn to others (Ary, 2010). The data analysis is spiral. It's meant, when the data of moral value are collected, the data mush be organized and managed. Manage the type of moral value, included value of being and value of giving. Then the data must be described, classified, and interpreted that can answer the research question. The last, the researcher represent or visualized the data for others (Creswell, 2007).

After the data were collected, the data are analyzed in a way that to answer the research question that the researcher arranged. The data analysis in this research involved the following steps:

1. Watching "The Pursuit of Happyness" movie in several times and type the transcription of "The Pursuit of Happyness" dialog.

2. Reading the transcripts of "The Pursuit of Happyness" dialog to find the type of moral value.

3. Classifying the data into the type of moral value. They are the value of being and value of giving. The value of being involves the honesty, courage, peace ability, self-reliance and potential, and self-discipline and moderation. The value of giving involved the loyalty. Respect, love, kindness and friendliness, and justice and mercy. Then, classifying the value that can improve the student motivation.

4. Analyzing the data by applying analysis based on the two type of value and recognizes the value that improves the student motivation.

5. The last step is drawing conclusion based on the result and some suggestion for the reader.