

## **CHAPTER III**

### **RESEARCH METHOD**

In this chapter, the researcher describes the research method. It covers the following topics: research design, data and data source, data collecting method, technique of data verification, and data analysis.

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

The research method is a method for which planned to complete research and achieve research objectives. In this study, the researchers use qualitative research because this research is more appropriate if it is studied using a qualitative approach. Researchers use descriptive qualitative research to describe the educational value contained in the Coach Carter Movie. According to Bogdan and Biklen (1998), qualitative research is descriptive. The data obtained were taken from various sources, articles, and movie transcripts to illustrate the educational value of the Coach Carter movie.

Based on the explanation over, the researcher chose qualitative research to get an accurate clarification to analyze and present what has been found in the Coach Carter Movie. This study also uses data taken from the library to complete this research.

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

Data is information obtained from sources where researchers found the subject Arikunto (2010: 172). The data obtained are usually in the form of facts or statistics that can analyze. Data sources can divide into two types, namely primary data and secondary data. The primary data for the analysis was taken from the dialogue transcript of Coach Carter Movie. Secondary data was obtained from other sources such as books, the internet, and other supporting primary data. The researcher uses the Coach Carter movie, internet, books to support the primary data.

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

The method of data collection is the way researchers collect data. Donald Ary said (2010) that qualitative research can also use document writing to understand the phenomenon under study. Several ways of collecting data, such as interviews, questionnaires, and documentation. In this study, the data was collected using the documentation technique to collect data in written documents to understand the phenomenon under study.

In this case, the researcher used the transcript or subtitle of Coach Carter Movie as written information. At the same time, the video is audiovisual material that the researcher employs as an information collection method. The translation was written within the Microsoft Word program.

In this study, the researcher analyzed the educational values of Coach Carter Movie by recording the significant dialogues in a video. The researcher used some steps in collecting the data. First, the researcher chose the Coach Carter Movie and watched the movie several times. Third, the researcher continues by writing a

transcript of the dialogue in the movie and giving notes to the dialogue, which contain the type of educational values. Then, the researcher collected and read several books and materials about the value of education. The last, the researcher classified the data based on type the educational value and concludes the analysis.

#### **D. Technique of Data Verification**

Researchers tested the validity of the data to prove whether the research conducted was scientific research and test the data obtained. The validity of the data was carried out. The data validity test in qualitative research includes the credibility and dependency tests (Sugiyono, 2007:270).

Credibility tests the trustworthiness of research data presented by researchers so that the results of the research carried out are no doubt as a scientific work carried out. Reliability of research can be trusted; in other words, several experiments carried out always get the same results. Dependability or reliability research is research if other people with the same research process obtain the same results. In this study, the researcher used credibility test and dependency test by observing the dialogue in the movie "Coach Carter" about the value of education. Then, the researcher saw the movie several times, checked the transcript, and analyzed the data several times to reach validity.

## **E. Data analysis**

In analyzing the data, the researcher uses several methods to analyze the data. Bogdan (1998:145) explains that the data analyzed is a systematic process of searching for and organizing interview transcripts, field notes, and other materials that the researcher collects to improve their understanding and make it possible to present what they present has found to others.

In this process, the researcher uses several methods to obtain valid and correct data.

1. Watching "Coach Carter" movie several times and type the transcription of the "Coach Carter" dialog.
2. Reading the transcripts of the "Coach Carter" dialog to find the type of educational value.
3. Classifying the information into the sort of educational value. They are the value of being and the value of giving. The value includes honesty, courage, peace ability, self-reliance and potential, self-discipline, and balance. The value of giving included loyalty. Respect, love, kindness and friendliness, and justice and mercy. At that point, classifying the value that can make strides the understudy inspiration.
4. It analyzes the data by applying analysis based on the two types of value and recognizes the value that improves the student motivation.
5. The final step is drawing a conclusion based on the analyzed information. After the analyst found the reply to the investigate issue, the analyst concludes from the analyzing information.