

CHAPTER III

RESEARCH METHOD

This chapter presents the research design, data and data resources, data collection method, data analysis, and data verification.

A. Research Design

In line with the focus of this research, the researcher belongs to library research. Library research means activities that relate to the method of collecting data, reading, noting, and analyzing the research material (Zed,2014:3). Thus, this research employed a qualitative research approach. Qualitative research is research that the result will be presented as descriptive data in both written and oral form by observing the people or behavior (Bogdan and Tayor, 2016:1).

This research is categorized as content analysis. Content analysis or document analysis is a method for systematically investigating text. Reinharz (1992:145) added content analysis depends on nonliving data. Whereas, many different kinds of text and materials can be studied via content analysis, including historical documents, transcribed speeches, newspapers, magazines, books, blogs, and diaries. However, text often consists of visual data like visual images such as photographs and images and audiovisual such as movies, television, videos, or web series (Rose,2000:195). So, the researcher uses the content or document analysis by analyzing and describing the character education values within the video and the script of Coco movie.

B. Data and Data Resource

A set of values that consist of one or more persons or objects which used in research is called data. Data is measured, collected and reported, and analyzed then presented in form of graphs, images, tables, or other analysis tools. Data resource means a place or an origin from which something can be obtained. So, the researcher uses the utterance that acts by all of the figures in the Coco movie as the data of this research. And this research using both the video and the script of Coco movie as the data resource.

C. Data Collection method

Data collection refers to the process of gathering data. It consists of some steps that involve a) Setting the framework of the study, b) collecting information or data through observations, interviews, document analysis, and visual materials, and c) Define the procedure of recording the information or data (Holliday A, 2002:76). Further, the data collection method includes the method that will be used by the researcher to collect the data. As stated by (Leavy P, 2017:38) data collection method is important in examining the research purpose and helping the researcher to answer the research question. In this research the researcher used documents as the data collection method.

Data collection also consists of instruments and tools. According to Aina (2004:344), the research instrument is the measuring device that will be used in collecting data from participants of the research. They are used by the researcher to collect reliable data which will later be analyzed. Since this research is

qualitative, the main instrument was the researcher. In this research, the researcher becomes the planner, data collector, data analyzer, and data interpreter. Moreover, there are non- human instruments which function is to support humans as the key instrument such as questionnaire, interview guide, observation guide, etc.

Furthermore, both the research instrument and the method of collecting data are related to each other. When the data collection method is interview then the instrument is the interview guide. When the data collection method is observation then the instrument is an observation guide. Considering the data collection method in this research was document analysis, the non-human instrument was in form of a document (Ardianto, 2010:56). So that, the non-human instrument of this research was the document analysis guide which contains the main point or the variables that will be retrieved from the data.

On the use of this instrument, the researcher needs data collection tools as the device in the process of collecting data. Data collection tools refer to the devices used to collect data, such as a paper questionnaire or computer-assisted interviewing system, checklist, etc. The researcher used a datasheet as the tool to note the data collected during the data collection process. The datasheet that used by the researcher is as follows:

Table 3.1. The Datasheet Used by The Researcher in Collecting Data

Num	Time	Figure	Utterance	Value
1	00:12:00,49 - 00:12:33,91	Miguel	He crawls to the far side of the attic where he's built his own ofrenda to Ernesto de la Cruz.	Appreciation

2	01:05:15,97 - 01:05:26,43	Hector	Look, I don't want to fight about it. I just want you to make it right. Miguel can put my photo up--	Love Peace.
3	etc	Etc	Etc	etc

Then the researcher takes several steps in collecting the data, involves :

1. Watching the whole part of Coco movie
2. Making a note of the scene that expected contains character education value
3. Reading the script of Coco movie
4. Giving a note of the dialog or utterance that expected contains character education value
5. Giving much attention to the figures of Coco movie
6. Noting the data in the datasheet which has been prepared

D. Data Analysis

Data analysis deals with the procedure of analyzing the object of the research. In this research, the researcher conducts a content analysis method. It means a method for systematically investigating text. But not only text the researcher also uses a video as the data. By the statement to Rose (2000:71) text often consists of visual data like visual images such as photographs and images and audiovisual such as movies, television, videos, or web series.

In analyzing the data, the researcher conducts several steps of the procedure, as follows :

1. Watching Coco Movie

In this step, the researcher watch the movie and give total attention to every dialog, monolog, and also utterances among the movie to get a deep understanding of the value of Coco movie

2. Reading the script of Coco Movie

The researcher read the whole of the movie script slowly to find the education value contains in the movie.

3. Identifying the character educational value found in Coco Movie

The researcher identifying the kinds of character education value in Coco movie based on the data noted in the datasheet using the definition of each values

4. Categorizing and counting the amount of each value

The researcher categorized the data based on the characteristics of each value and count the amount of each kind of character education value in Coco movie

5. Identifying how the value is presented in the movie

The researcher describes how the value in each data was presented

6. Displaying and interpreting data

The researcher displaying and interpreting the data as the result of the analysis

7. Drawing the conclusion

The researcher states the conclusion clearly to make it readers easier in knowing and understanding the result of the study

E. Data Verification

Data verification refers to the process of checking, confirming, making sure, and being certain. The theory of trustworthiness is applied by the researcher to verifying the quality of the data. It is used to provide the accuracy of research tools, data, and findings. The trustworthiness is conducted to make the data can be trusted (Irene and Albine, 2017:121). According to Guba and Lincoln (2014:89), the way to assure the data divided into five criteria, those are Credibility, Dependability, Confirmability, Transferability, and Authenticity. Credibility refers to the truth of research data. Besides analyzing the transcript and the film the researcher also conducted depth observation of all of the figures in *Coco Movie*. Dependability is known as the stability of the data. The researcher watched the film and read the script of *Coco Movie*. Then, the data will be categorized as confirmability when the researcher able to elucidate the data fundamentally. Here, the researcher compared and matched the data with the theory that have been chosen.

In this research, triangulation was also used by the researcher. Triangulation is defined as using more than one theoretical scheme to collect data for the same topic. Methodological triangulation involves: a) using more than one method to collect data, such as interview, observation, and analysis document; b) Using more than one theory; c) Using more than one data source. In this study, the researcher uses two data sources. The first is from the video of *Coco movie* and

the second is underline utterances or dialog from the script of Coco movie. The script of Coco movie will strengthen the analysis of the utterance from the video of the movie.