CHAPTER III
RESEARCH METHOD

This chapter presented to give a clear description of what the researcher is going to do in this study, especially in analyzing main character's conflicts and educational values in Little Women movie. This chapter describe the methodology in this research, those are: research design, data collection and data source, variable, credibility and dependability, and also data analysis and interpretation.

A.   Research Design

According to experts, research design can be interpreted as a structured work-plan in terms of the relationships between variables comprehensively so the research result can provide answers toward the research questions. Malhotra (2007) defines research design is a framework used to conduct research. While Ary et al (2010: 426) reveals that research design is the researchers' plan about how to press on in order to gain a comprehension related to some groups or phenomenon in its context. From these definition can be conclude that research design is overall structure of the research project. These structure or work-plan includes the things to be conducted in a research, starting from making hypotheses and their operational implications until the final analysis.

This research is using qualitative approach. According to Creswell (1994) qualitative study is a method to explore or understanding the meaning of a group or individual from social or human problem through natural setting. Generally this

method can be used to analyze the life of society, history, behavior, concept, phenomenon, social problem, etc. It focusses on the depth of the data and not abundance the data obtained. Qualitative research using narrative description and interpretation in order to gain depth understanding than statistical analysis of numeric data (Ary et al., 2010:29). This is the reason why a qualitative researcher must have abroad perception because the data collected is subjective and the instrument as main tool of data collection is the researcher-self (Borg and Gall, 1998).

This study used descriptive research, implement the way to describe the conflicts and educational values found in *Little Women* movie. It categorized as library research. According to Zed (2004) library research is a qualitative research where the researcher deal directly with the data and number not from the field or eyewitnesses and the data of library study is ready made. This research method include data sources, data collection, and data analysis. The process of observations or collect the data in library research is conducted by the researchers interact with library materials, such as journals, articles, magazines, newspapers, encyclopedia, etc.

B.   Data Sources

According to Eriksson and Kovalainen (2008) qualitative data means any information collected that is not by measurable data or numerical data. It is a repeating the process of investigation or observations that are carried out continuously until the data is saturated. Patton (2002) stated that the most common data sources of qualitative research are observations, interviews, and documents. In this study the researcher using

document as the data source. The data of this research were taken from *utterances or dialogue* in *Little Women* movie which was directed by Greta Gerwig and released twice on December 7, 2019 in Museum of Modern Art (MoMA) and December 25, 2019 in United States.

C. Data Collection

Creswell (2014: 239) defines data collection as the researchers' strategy in collecting information to discuss about issues related to the data required. The information can be obtained from scientific books, literary works, research reports, scientific frameworks, thesis, encyclopedia, or another sources. All of gathered data should be reliable to answer the research problems. Ary et al (2010: 431) states that the most common data collection method used in qualitative research are (1) observation (2) interviewing, (3) and document or artifact analysis. In this study, the researcher using document or artifact analysis to collect the data. Documentation method or artifact analysis is the data sources used to complete the research, both in the form of written sources, films, images (photos), and monumental works, all of which provide information for the research process. In this study, the steps of collecting data are follows:

1. Downloading *Little Women* movie.
2. Watching the movie more than once.
3. Download the movie script.

4. Observing the dialogue, behavior, and expression of main character in the movie.

5. Collecting the data to classify into categories of conflicts related to the statement of research problem.

6. Cross check the data from all sources for the sake of validity and reliability or trustworthiness.

D. Credibility and Dependability

To check the trustworthiness of the data, credibility and dependability are used in this study. Those are the explanation as the following:

1. Credibility

Ary et al., (2010: 498) reveals qualitative research concerns the truthfulness of the inquiry findings. Credibility or truth value involves how well the researcher has established confidence in the findings based on research design participants, and context. The researcher have an obligation to represent the realities of research participants as accurately as possible and must provide assurances in the report that the obligation was met. Moleong (2005) explained the purpose of the data credibility test is to assess the veracity of qualitative research findings. In this study the researcher conducting three important things to achieve credibility; they are watching the movie repeatedly, reading the movie script many times, also look at the moving picture of the movie. The purpose of

these thing are to increase the researcher's deep understanding about what has been found so that the data would be more valid.

2. Dependability

Dependability ensures that the research findings are consistent and could be repeated. This is measured by the standard of which the research is conducted, analyzed and presented. In order to achieve dependability, the researcher gave the detail explanation of the data collection and data analysis. The researcher reported in detail using descriptive qualitative and watched the data carefully and frequently in order to understand the whole story of *Little Women* movie and to make correct interpretation.

E. Data Analysis and Interpretation

Bogdan and Biklen (1982: 145) argue that data analysis is systematic process of searching and organize notes, transcripts, and other materials that we accumulate to increase the understanding of the material and allow us to present what we have. Moreover, the data interpretation according to Ary *et al* (2010: 490) is about bringing out the meaning, telling the story, providing an explanation, and developing plausible explanation. In analyzing the data, the researcher use Perrine's theory where the conflicts are categorized into three types; they are physical, psychological, and social conflicts. Additionally, the researcher also analyze the data using Taylor's theory where educational values categorized into nine types; they are never give up, self-

confidence, friendly and be polite, love, forgiveness, optimism, help each other, responsible, and hard work. Therefore, there are many steps to be conducted by the researcher to analyze the data. The following is the process of data analysis chronologically:

1. Exploring and describing the data to find out the conflicts and the problem solving of the main character.

2. Looking for the educational values conveyed by conflicts faced by the main character.

3. Categorizing data by coded based on dialogue of the character in the movie.

4. Concluding the data analysis in order to answer the statement of research problem.

5. Input the data related to research problem.

6. Drawing the conclusion.

7. Rechecking the whole data to avoid falsity.