

## **CHAPTER III**

### **RESEARCH METHOD**

In this chapter discuss the research method on this research. Those are the research design, data and data source, research instrument, data collection Method and data analysis.

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

This part explains about research design used in this study and the consideration of applying the research design. Research Design can be defined as all of the researcher's plans and strategies to answer study research problems. Ary et al. (2010:426) stated that research design is the researcher's plan on how to start understanding some groups or some phenomenon in its natural way.

Typically, when talking about research, there are two research, namely quantitative and qualitative research. According to Ary et al. (2010:420) quantitative research is to study social and behavioral phenomena that hold that the purpose and methods of social science, at least in principle the same as the purpose and the methods of the natural or physical science. Quantitative research strives for confirmable and testable theories that explain phenomena by showing how they are derived from theoretical assumptions. On the other hand, qualitative research deals with the data in the form of text instead of numbers and statistics. The data

collected are subject experiences and opinions. Qualitative research tries to provide detailed descriptions of people, events, places, objects, conversations, etc. (Ary et al., 2002:425). In this study, the researcher used a qualitative approach because, in this research, the writers process the data without using the count of numbers or statistics. However, the data of this research is obtained from the source documents relating to the object of study in this research that are dialogues stated by the characters in the Maya the Bee movie that contain moral values and the picture of the scene that represents the moral values in the Maya the Bee movie.

The type of this research was library research type, where the researchers collected the data in the form of books, manuscripts, or magazines relevant to the object of research or collecting data in literary form.

The research design in this study was content analysis. According to Ary et al. (2010: 452), content analysis belongs to the qualitative research method. A qualitative approach is one in which the inquirer often makes knowledge claims based primarily on constructivist perspectives (Creswell, 2003: 18). Krippendorff (2004:18) define content analysis as a technique in the research for making replicable and valid inferences from texts or other meaningful matter to the contexts of their use.

Content analysis was used as a research tool to in this research determine the presence of certain words, concepts, or themes within some given. Based on the study above, the writers prioritize accurate

interpretation to analyze and present what has been found in the Maya the Bee movie.

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

The information or facts used in discussing or deciding the answer or research questions are called data. Arikunto (2010:129) states that the source of data in the study is the subject from which the data can be collected for research. On the other hand, the data source is subject to where the data got (Cahyani,2016). In this study, the data are utterances stated by the characters in the Maya the Bee movie that contain moral values and the picture of the scene representing the moral values in the Maya the Bee movie.

The data that the researcher uses in this research, as follows:

### **1. Primary Data**

The primary data is a document written by someone who has first-hand of the phenomenon under the study (Ary et al., 2010:442). In this study, the data are utterances stated by the characters in the Maya the Bee movie that contain moral values and the picture of the scene representing the moral values in the Maya the Bee movie.

### **2. Secondary Data**

The secondary data is a secondhand description written by someone who had the experience but did not directly experience the phenomenon (Ary et al.,2010:443). This secondary in this research is

literature to support this study like books, articles, journals, and others related to this research.

### **C. Technique of Data Collection**

In collecting the data, the researchers used documentation. The researcher conducts the documentation from the script of Maya the Bee movie and certainly with the movie. Documentation is one of the best ways to set dependability using an audit trail. Provide a mechanism by which others can determine how decisions were made and the uniqueness of the situation as the definition of Audit trail (Ary et al, 2010,502). Then, the way of collecting data by using noting techniques of the movie and script of Maya the Bee. The writer gives excellent attention to every dialogue among the actress and actors of Maya the Bee movie and notes every dialogue or part that contains moral values. The steps to collecting data are as follows:

1. Finding Maya the Bee movie

The researcher found the movie and the script from the internet

<http://149.56.226/maya-the-bee-movie-2014/>

2. Watching and understanding the movie.

The researchers watch the movie for several times for the purpose to understand the movie more deeply

3. Reading and understanding the movie script

After finish watching the movie, the researcher read the movie script.

4. Giving the notes to the dialogue which is contained with moral values.

While playing the movie and read the script, the researcher gives note to the movie each scene on the script which is contained with moral value.

5. Give more attention to the character in the movie

The researcher gives more attention to the characters in the movie who have conveyed the moral value.

6. Re-Watch the movie to clarify the moral value in the movie

The researchers re-watch the movie to make sure the moral value in the movie.

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

In this research, to verification data, the researcher used the triangulation technique to increase the credibility and validity of the data. According to Robert and Sari (2003:116), Triangulation came to mean that many sources of data were better in a study than a single source because multiple sources lead to a fuller understanding of the phenomena you were studying. According to Dezin and Lincoln in Sukrisna (2019), there are four kinds of Triangulation: triangulation data, theory triangulation, investor triangulation, and methodological Triangulation.

While in this study, the researcher used triangulation data to check the validation of the data. It used to observe the moral values in the Maya the Bee movie that found and characterizations shown by the main characters. After that, the researcher checked the script and analyzes all the utterances from the data. The data triangulation for this study was done by

analyzing all the utterances, and last, the researcher asked the expert to check the data that have been collected.

### **E. Data Analysis**

Data analysis is a way of analyzing data. Data analysis is a process to organize the data into categorical patterns and units of analysis (Cited by Moelong in Yasa, 2014). In this strategy, the researcher analyzes two data separately and uses the finding from the initial exploratory database to build into quantitative measures. This means that the researcher needs to pay attention carefully to every step of qualitative data analysis and determine what findings to build on (Creswell, 2014:276).

In this study, the researcher describes the content of Maya the Bee movie by watching and reading the script of the movie carefully. After that, the researcher was identifying the moral values in the movie. Then, the writer was collected the reference that is relevant to the movie. In this research, the researcher used Indonesian law on Permendikbud No. 20 of 2018 as a parameter of moral values and to explain the moral values in the Maya the Bee movie.

In this research, the researcher used content analysis. In analyzing of collecting data, there are several steps will involve in the method of analyzing the data are (1) Data reduction, (2) Data display, (3) Conclusion drawing (Miles and Huberman, 1994: 12).

The first step was data reduction. In this part, the researcher analyzed the data by watching Maya the Bee movie several times to make

the researcher familiar with every character. It makes the researcher easier to get moral values in the movie. And then, the researchers type the transcription of the movie and identify the data from the transcription.

After that, the second step was data display. In this section, with the data display, the researcher analyzed the data. The researcher classified moral values based on the types of moral values according to Indonesian law on Permendikbud. No. 20 of 2018 as the parameter in this research. After that, writers show the data that contains moral values based on the types of moral values and characterizations of the movie's main character one by one.

Furthermore, the last step was conclusion drawing. In this part, the writers answered the research problems in the study. Then, the researcher made a conclusion based on the findings. The conclusion of this research was the moral values found in the Maya the Bee Movie and the characterizations shown by the main character in the movie.