

CHAPTER III

RESEARCH METHOD

A. Research Design

Research designs are plans and procedures in a research. Research design means the arrangement of conditions for collection and analysis data in a fashion which aspires to combine relevance to the research purpose. The function of a research design is to ensure that the evidence obtain enables us to answer the initial question as unambiguously as possible. In this study the researcher used library research, where all the data were collected from any literary work that related to the research. The user of library research used library source or literary work to collect data and analyze the data. Literary work not only focused on books, but can also a documents, journals, newspapers, and also magazines. According to George (2008:1), library research is not a mystery, but an investigation you control from start to finish, even you cannot usually tell what sources you will discover. It forms a structure inquiry with specific tools, rules, and techniques. The researcher used library research because this research analysis a movie script and use library research to get suitable information and data. The researcher analyzed moral values in a movie script of “Snow White and The Huntsman” and examined the data carefully.

B. Data and Data Sources

Data are raw material that need to be analyzed in order to get the information needed. The data source are raw materials that needs to be processed in order to produce information. The source of data in the study is the subjects from which the data can be collected for research purposes (Arikunto, 2010:129). The researcher can use the library things such as documents, articles, books, and others printed materials as data sources. The data of this study are all the words and dialogues that containing moral values found in “Snow White and The Huntsman” Movie. In this research in order to analyzing moral value, there are two kind of data sources needed for the analysis process, there are primary source and secondary source. Primary source of the data is “Snow White and The Huntsman” movie. Also, the primary data were taken from and the behaviors of each characters in the plot of the movie. The secondary data of this research is information in the script of the movie. Also book or articles that related to the study.

C. Techniques of Collecting Data

The technique for collecting data is conducted to get the information needed to support the goals of this research. The data collected by using documentary technique. Documentary technique is a method used in a research in order to collect data by using document and evidence list. The steps of collecting data are as follows:

1. The writer prepares data related to the process of completing the research.
2. Downloaded the “Snow White and The Huntsman” Movie.
3. Downloaded the script.

4. Watched the movie and read the transcript of the movie.
5. Paying attention in every dialogue or the pictures.
6. The writer reduced the data by summarizing and choosing.
7. Identified moral values in selected dialogues of “Snow White and The Huntsman” Movie.
8. Lastly, the writer verifies the research by making conclusion of data findings.

D. Data Verification

The researcher needed to explain the techniques used to verify the data. The researcher also selects the technique that suitable and possible to be applied in this research. In qualitative research, generally used credibility and dependability to check the validity of the data. Credibility is a measurement of whether or not the data found by the researcher represent a “credible” interpretation from the original data source. According to Polit and Beck (2013), Credibility refers to confidence in the truth value of the data and interpretations of them. Qualitative researchers must strive to establish confidence in the truth of the findings for the particular participants and contexts and the research. Credibility is enhanced by the researcher describing his or her experiences as a researcher and verifying the research findings with the participants (Diane G, 2014). According to Sandelowski (1986) as cited in Cope, Diane G. (2014), qualitative study is considered credible if the descriptions of human experience are immediately recognized by individuals that share the same experience. In this study, to check the validity of the data, the researcher read the movie script many times. These activities convince the readers that the gotten data were valid.

Dependability is a way to make the data found consistent using such kinds variation to get the dependability data. Dependability refers to the stability (reliability) of the data over time and over conditions (Polit and Beck, 2013). A way to make the data was dependable by repeated the work in same context, method, participants, and the similar result would be obtained. The researcher read different dialogues in order to get the dependability of data analysis. The researcher selecting and identifying the dialogue in the script, then make a classification. After the researcher got the result of data analysis, researcher showed the data and make a conclusion. Dependability can be doubtful if did not have the data and cannot show the substantiation.

E. Techniques of Data Analysis

There were some steps to analyze qualitative research according to Miles, Huberman, & Saldana (2014:8).

1. Data Condensation

Data Condensation refers to the process of selecting, focusing, simplifying, abstracting, or transforming the data that appear in the full corpus (body) of written-up field notes, interview, transcripts, documents, and other empirical materials. By condensing, the researcher making the data stronger. Data condensation is not something separate from analysis. Data condensation is a from of analysis that sharpens, sorts, focuses, discards, and organizes data in such a way that “final” conclusions can be drawn and verified.

Qualitative data can be transformed in many ways: through selection, through summary or paraphrase, through being subsumed in a larger pattern and so on. In this case, the researcher sorts the data and only focus on the classifications of moral value dialogue between the characters in “Snow White and The Huntsman” Movie. The researcher focuses on the script dialogue with contain moral value classifications in the movie.

2. Data Display

The second major flow of analysis activity is data display. Generically, a display is an organized, compressed assembly that allows conclusion drawing and action. As with the data condensation, the creation and use of displays is not separate from analysis, it is a part of analysis. In analyzing the data, the researcher using values theory from Eyre & Richard’s value theory (1993) to recognize moral values and using Nurgiyantoro’s (2002) theory to know the moral values conveyed directly or indirectly in the movie. the researcher also using the theory to recognize the value contained in the dialogues and also gave explanation about the situation according to the dialogues. In this case, the researcher displayed the research data by using table and analyze the data and classified the data. The example of data displays as follow:

Table 3.1 Example of Data Display

No.	Moral Value	“Snow White and The Huntsman” Movie
1.	Sincerity	<p>Scene 1 frame time 2.31-2.40 (as we see Queen Eleanor looking ill, young Snow White enters her room carrying an injured bird). Young Snow White: We found it in the woods. It’s injured, mother. Queen Eleanor: It must have broken its wing. Don’t worry, it will heal in time. Young Snow White: I’ll look after it. Queen Eleanor: You possess rare beauty, my love. Here. (she touches Snow’s chest, indicating her heart). Queen Eleanor: Never lose it. It will serve you well when you become queen.</p>

3. Drawing and Verifying Conclusion

After the data were displayed and analyzed, the researcher drew conclusion. The conclusion made clearly in order to make the reader know and understanding the result of the study easier.