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 collection, credibility and dependability, and data analysis and interpretation.

A. Research Design

Research designs are plans and the procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis. The overall decision involves which design should be used to study a topic. Informing this decision should be the worldview assumptions the researcher brings to the study; procedures of inquiry (called strategies); and specific methods of data collection, analysis, and interpretation. 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 line to the research question, the research design used is library research, where all the data were collected from any literary works related to the research. Literary works reviewed is not only books, but also can be documentation substances, magazine, journal, and newspaper. Library research is emphasized to find any theories, laws, theorems, principles, ideas, and other things that can be used to analyze and solve the research problem.

B. Data and Data Source

This sub-chapter presents the explanations about the kinds of data and the data sources in which the data taken and the explanation about the kinds of data includes discussion the data and data sources of this research.

Data itself is information, usually the form of fact or statistic that can be analyzed. Here the data was collected in the form of word and some pictures taken from the subject. While data source is source in which the data was taken.

Data source is the data that is collected by the researcher himself or from first-hand experience. Since this research is to uncover the educational value in *The Ron Clark Story* movie, so the primary data used by the researcher was taken from *The Ron Clark Story* movie downloaded from the internet. Here, the data were the contexts of the movie and the utterances produced by characters in the dialogues of *The Ron Clark Story* movie containing educational values. It was supported by the subtitle and the movie script to make the researcher easier to get the meaning and the purpose of the actors and actress.

C. Data Collection

This sub-chapter presents the ways to collect data systematically based on the sources. The explanation included the way of selecting data with the criteria of relevance between data and topic of the research and the instruments that is used for collecting data.

Data collection method is the process of gathering and measuring information on targeted variables in an established systematic fashion, which then enables one to answer relevant questions and evaluate outcomes. Here, the data

collected through documentation. Documentation is one of the best ways of establish dependability uses an audit trail**.** Audit trail (also called audit log) is a security-relevant chronological record, set of records, and/or destination and source of records that provide documentary evidence of the sequence of activities that have effected at any time in a specific operation, procedure, or event (http://www.atis.org/glossary/definition.aspx?id=5572 accessed on October 19, 2015 retrieved at 10.40 p.m.). Audit trails provide a mechanism by which others can determine how decisions were made and the uniqueness of the situation (Ary et al, 2010:502). Then, the way of collecting the data is by using noting technique of the movie script. It means that the researcher give big attention to every dialogue among the actors and actress of the movie, and give note to every part which contain of educational value. The detail procedures of getting the data are:

1. Watching the whole part of the movie from the beginning till the end.
2. Reading the script of the movie and matching it to the dialogue.
3. Giving notes to the dialogue which contain of values.
4. Giving much attention to every character of the players in the movie.
5. Watching back the movie and classify the values.

Further, in this research, the key or the main instrument was consent of analyzing values in *The Ron Clark Story* movie is the researcher himself. It means that, here, the researcher used *human instrument* as the primer instrument. Human instrument means the researcher himself as the instrument. The position of the researcher in qualitative research is a planner, implementer, data collector,

analyst, interprets the data, and report the results of research. It is helped by documentation sheet such as field note to get the data clearly (Moleong, 2011:9).

D. Credibility and Dependability

This sub-chapter presents the definition of credibility and dependability and how can credibility and dependability apply to test the degree of truthfulness.

1. Credibility

Credibility in qualitative research concerns the truthfulness of the inquiry's findings. Credibility or truth value involves how well the researcher has established confidence in the findings based on the research design, participants, and context. The researcher has an obligation to represent the realities of the research participants as accurately as possible and must provide assurances in the report that this obligation was met. The term *credibility* in qualitative research is analogous to *internal validity* in quantitative research (Ary et al, 2011:498).

A number of methods have been identified in the literature for enhancing the credibility (internal validity) of qualitative studies. These methods may be categorized according to five types of evidence: structural corroboration, consensus, referential or interpretive adequacy, theoretical adequacy, and control of bias. Besides, from all types, Eisner (in Ary et al, 2010:498) states that structural corroboration is the fits to know multiple types of data are related to each other to support or contradict the interpretation and evaluation of a state of affairs. Structural corroboration uses different source of data (data triangulation) and different method (method triangulation).

In data triangulation**,** the researcher investigates whether the data collected with one procedure or instrument confirm data collected using a different procedure or instrument. Denzim (in Moleong, 2011:330) states that there are four kinds of triangulation, *source triangulation, method triangulation, theories triangulation,* and *investigator triangulation.* Thus, in analyzing *The Ron Clark Story* movie, the researcher used source triangulation. Source triangulation is examining the consistency of different data sources from within the same method. Here, the researcher got the sources from literary books, articles on the Internet, and exactly from the official website of Turner Network Television (TNT) as the production home of *The Ron Clark Story* movie.

2. Dependability

Dependability is consistency viewed as the extent to which variation can be tracked or explained. There are some strategies to investigate dependability are using an audit trail, replication logic, stepwise replication, code–recoding, inter-rater comparisons, and triangulation. To enhance reliability, the researcher wants to demonstrate that the methods used are reproducible and consistent, that the approach and procedures used were appropriate for the context and can be documented, and that external evidence can be used to test conclusions (Ary et al: 2010:502).

One way to have a dependable data, here, the researcher applied triangulation. Triangulation is a method to enhance the researcher's understanding about what will be investigated. Thus, to get the dependability of data analysis, the researcher used different sort of data.

E. Data Analysis and Interpretation

Data analysis is the way data to be analyzed. Data analysis is a time-consuming and difficult process because typically the researcher faces massive amounts of field notes, interview transcripts, audio recordings, video data, reflections, or information from documents, all of which must be examined and interpreted. Analysis involves reducing and organizing the data, synthesizing, searching for significant patterns, and discovering what is important. The researcher must organize what he or she has seen, heard, and read and try to make sense of it in order to create explanations, develop theories, or pose new questions. The steps that will involve in the method of analyzing data are (1) organizing and familiarizing, (2) coding and reducing, and (3) interpreting and representing (Ary et al, 2010: 481).

1. Organizing and Familiarizing the Data

The first stage in analyzing data involves familiarization and organization so that the data can be easily retrieved. Initially, the researcher should become familiar with the data through reading and rereading notes and transcripts, viewing and reviewing videotapes, and listening repeatedly to audiotapes. The researcher must be immersed in the data. Field notes, audiotapes, videotapes, observer comments, and other data must be put into a form ready for analysis (Ary et al, 2010:481).

Here, the researcher re-watched the movie and tried to make a field note to write the general view that was found. Watching movie in several times and re-

reading the transcripts, makes the researcher familiar to the every characters. It makes the researcher easier to get the value in the movie.

2. Coding and Reducing

After familiarizing yourself with the data and organizing them for easy retrieval, the next step is coding and reducing process. This is the core of data analysis and includes the identification of categories and themes and their refinement. Coding is about developing concepts from the raw data. The first step in coding is referred to as axial coding, open coding, preliminary coding, or provisional coding. The most common approach is to read and reread all the data and sort them by looking for units of meaning—words, phrases, sentences, subjects' ways of thinking, behavior patterns, and events that seem to appear regularly and that seem important. Each unit of meaning label should be understandable without any additional information. These initial codes are likely to be modified later. These codes may be named from actual words of respondents (in vivo codes) or may be names created by the researcher to include a variety of ways an underlying concept is expressed. Or the researcher may begin with a framework for analysis, a set of a priori concepts derived from the literature that are used as codes (Ary et al, 2010:484).

Thus, in this data analysis, the researcher used *field note* to write all value in *The Ron Clark Story* movie. After matching the different and the similarities of the educational value, the researcher reduced the data that was seen was not suitable to the topic of the research, and the last the researcher put them into their categories.

3. Interpreting and Representing the data

Interpreting involves reflecting about the words and acts of the study's participants and abstracting important understandings from them. It is an inductive process in which you make generalizations based on the connections and common aspects among the categories and patterns. You may develop hypotheses that have evolved during the analysis. Interpretation is about bringing out the meaning, telling the story, providing an explanation, and developing plausible explanations (Ary et al, 2010:490).

Interpreting qualitative and library research data are difficult because there are no set rules to follow. The quality of the interpretation depends on the background, perspective, knowledge, and theoretical orientation of the researcher and the intellectual skills he or she brings to the task. Thus, in analyzing value in *The Ron Clark Story* movie, the researcher combined some relevant theories among from literature, psychology, and philosophy. It was quite difficult and need deep thinking. After interpreting the data, then the next step is representing the data in finding. Representation involves how the data are presented. Are there graphs, pictures, diagrams, figures, or frameworks? (Ary, et al, 2010:491). Here, the researcher presented the data based on categories and give the description.