

CHAPTER III

RESEARCH METHOD

This chapter consists of five elements, research design, subject of the research, data and data source, method of collecting data and research instrument, data analysis method.

A. Research Design

A research design is utilized to structure the research, to indicate that all the major elements of the research have been designed to work together. Research design means the arrangement of conditions for collection and analysis data in a fashion which aspires to combine relevance to the research purpose. According to Kothari (2004:31) research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. This chapter presented to give the explanations about what the researcher will do in this research.

It is free to choose forming and planning a research. The design of this research is library research by applying content analysis. Content analysis is the process of summarizing and reporting written data in the form of the main content of data and their message (Cohen, L. 2007:475). In this research, the writer analyzes and presents the data about the moral message in this movie.

B. Subject of the Research

In qualitative study, the participant selection aims to locate information rich individuals or cases (Johnson and Christenes, 2008). So, the subject of the study in this research is the moral message in “The Philosopher” movie.

C. Data and Data Source

Data source is subject where data got. Researchers need to consider the sources on which to base and confirm their research and findings. The writer has a choice between primary data and secondary data. In addition, the writer can also use of both, which is termed triangulation, or dual methodology. The data that we use in this study according to their origins can be classified as follows:

1. Primary Data

Primary data is data in the research process from the original source by using appropriate data collection (Safi’I, 2005:141). In other word, primary data is the data collected by the writer themselves. The primary data in this research were taken from the dialogue of each character in the movie entitled "The Philosopher". Besides, the primary data were taken from the behavior of each character in every plot of the story in “The Philosopher” movie.

2. Secondary Data

Secondary data is data that is compiled but not by the writer or data in the form of documents, for example, the articles, supporters, geographical data, and so on (Safi'I, 2005:141). In other word, secondary data are data that already exists. In this research, the secondary data were from the books which are related to the study. The writer can also get the data as a movie, script or other from internet or other sources.

D. Method of Collecting Data and Research Instrument

The most common sources of data collection in qualitative research are interview, observation, and review of document (Creswell, 2009b; Locke, Silverman, & Spirduso, 2010; Marshall & Rossman, 1999). Creswell (2003) place the data – collecting procedures into four categories: observation, interview, documents, and audiovisual materials. In this research, the method of collect data that applied is documentation.

In this research, there are several steps to collect the data. Firstly, the writer watched “The Philosopher” movie until understand and get the meaning of the movie. Secondly, the writer read some articles or books about “The Philosopher” movie from internet or other sources. Thirdly, the writer tried to find the moral message from “The Philosopher” movie. The last, the writer analyzed the data that have been successfully collected and of course make a conclusion from this research.

E. Data Analysis Method

Data analysis is important step in a part of the research, because it aims to examine the validity and reliability of data collective. In this research, the writer use content analysis method. In analyzing the data, the procedures used are as follows:

1. The writer watch “The Philosopher” movie.
2. The writer read “The Philosopher” movie script and learn all of the sentences in the script.
3. The writer find and analyze the data.
4. The writer draw the conclusion based on the data analysis.