

CHAPTER III

RESEARCH METHOD

A. Research Methodology

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically.¹

In analyzing the “Brave” animated this study took a certain procedures as following:

1. Research Object

The main data source is quotations of “Brave” animated or movie related with educational values directed by Mark Andrews, Brenda Chapman, Steve Purcell, 2012.

2. Data source

Data source is divided into primary and secondary source.

a. Primary source

It is a source of original data and basis of research. The primary source is taken from the “Brave” movie.

b. Secondary source

It is a data source, which is used to support and complete the primary data. The data is taken from any kinds of books and relevant

¹ Kreidler, Carol, J. 1998. *Visual Aids For Teaching English To Speakers Of Other Languages*. Washington DC: United States Information Agency. Page: : 7

materials such as books of literature theories, value and education. Finding the material from internet is the other data source.

3. Research Type

That is the research by studying the findings with explore, examine, and identify the things that have been there to know what is and is not there.²

Common qualitative data-gathering techniques include interviews, focus groups, ethnography, sociometry, unobtrusive measures, historiography and case studies, among others. Each approach has advantages and limitations such as level of intrusiveness, opportunity to review during collection process, proximity to natural field setting and amount of bias based on the presence of the researcher. The resulting pieces of data may take the form of text, audio or video files, photographs or field notes.

The type of this research is qualitative research; qualitative data does not look like quantitative data. Its form will be a result of the selected methods, which are influenced by a researcher's theoretical orientation. In this way, data is associated with the motivation for choosing a subject, the conduct of study and ultimately the analysis.³

According to Mardalis, descriptive method aims to get information about the condition right now and see the relation between variables that exist.

²Arikunto, Suharsimi. 2010. *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta : Rineka Cipta hal:58

³<http://www.american.edu/provost/ctrl/researchsupportgroup.cfm> (30 March 2016. 15.57)

While quantitative approach in this research is to process the data that have numeric indicator.⁴

4. Data Collection Technique

All kinds of researches need the data to support the investigation. Based on the Elliot explanation, the techniques and methods which can be used to gather evidence in action research are as follows: diaries, profiles, document analysis, tape or video recording and transcript, use an outside observer, interviewing, running commentary, shadow study, check list, questionnaires, inventories, triangulation, and analytic memos.

The writer collected data by watching “Brave” movie and try to find any important details that supported in this study. The writer also conducted library research to get the information about educational values from this movie. This study uses a note card for library study or literary study to collect the data; this is example for library note card and literary note card.

CODE Educational Value		AUTHOR:
		TITLE :
		YEAR:
QUOTATION		
2		PAGE : 12

Table.1.1 (Example of Library Study Note Card)

⁴Suroso. “Persepsi siswa terhadap perpustakaan dalam menunjang proses belajar mnegajar SD 3 Kadipiro kabupaten Bantul Yogyakarta” Tesis bachelor, Yogyakarta, UIN Sunan Kalijaga, 2009, h. 35, t.d;

Educational Value of	CODE
QUOTATION	
2	PAGE : 12

Table 1.2 (Example of Literary Study Note Card)

5. Data Analysis Technique

In data analysis, the writer tries to analyze the movie in order to know the content and the message written by author. The technique of data analysis in this study is descriptive and qualitative. In conducting analysis, the writer uses some tips as follow:

a. Descriptive analysis

The aim of this technique is to summarize a set of data. The writer will collect the data by watching “Brave” animated or reading the script.

- Selection. Select the card that relevant with the “Brave” animated.
- Classification. Classified the note card that relevant with the “Brave” animated.
- Description. Describe the note card that have classify before.

b. Qualitative analysis

To quote Michael Quinn Patton, “Qualitative analysis transforms data into findings. No formula exists for that transformation. Guidance, yes. But no recipe. Direction can and will be offered, but the final

destination remains unique for each inquirer, known only when and if arrived at.”⁵

1) Coding

Coding is defined as marking the segments of data with symbols, descriptive words, or category names.⁶

The writer watches the whole story to get information about the animated or movie of “Brave”.

2) Decoding

Decoding is the process of converting code into plain text or any format that is useful for subsequent processes. Decoding is the reverse of encoding. It converts encoded data communication transmissions and files to their original states.⁷

3) Categorization

The word category refers to the aim of discerning regularities or similarities in the data. Creation of categories is an interpretive process on the part of the researcher (or in many cases the team of researchers).⁸

⁵Morrill et al. (2000:521)*Qualitative Data Analysis*. P.321

⁶<https://www.southalabama.edu/coe/bset/johnson/lectures/lec17.pdf> (02 April 2016) retrieved (10.15)

⁷<https://www.techopedia.com/definition/13605/decoding>(02 April 2016, 10.22)

⁸ Elliott, Robert and Ladislav TimulakA *HANDBOOK OF RESEARCH METHODS FOR CLINICAL AND HEALTH PSYCHOLOGY*, P.154

Example:

1. Setting (S)
 - a. Setting of Place (SP)
 - b. Setting of Time (ST)
 - c. Setting of Culture (SC)
2. Educational Value (EV)
 - a. Responsibility (Re)
 - b. Discipline (D)
 - c. Respect (R)
 - d. Teamwork (TW)
 - e. Religious (Rg)
 - f. Honest (H)
 - g. Tolerance (T)
 - h. Curiosity (C)
 - i. National Spirit (NS)
 - j. Independent (I)

4) Confirmation

Confirmation is additional proof that something that was believed (some fact or hypothesis or theory) is correct; “fossils provided further confirmation of the evolutionary theory”.⁹

⁹ <http://www.thefreedictionary.com/confirmation> (02 April 2016, 10.29)

6. Research Instrument

The participants were not guided by the researcher's prior knowledge of the phenomenon, but by their own experience. Instrument is the generic term that researchers use for a measurement device (survey, test, questionnaire, etc.) to help distinguish between instrument and instrumentation is the course of action (the process of developing, testing and using the device).

Research instrument is the source from which the research came from. A book or an entire library can be a research instrument. Research instrument in this research are the table of library study and literary study.