

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

The research methodology presents several theories that support the analysis in this thesis. In this chapter, the researcher presents some steps which were done in this thesis. It is divided into seven parts. The first part is design of the research that is the qualitative research. The second part is research object that is Moana's screenplay. The third is the main source of the data that is dialogue or statement in Moana's screenplay. The fourth part is technique of data collection aiming to illustrate the kinds of data collected and to explain procedure in collecting the data. The fifth part is data analysis technique which presents the technique in analysis the data. The sixth part is time and place in conducting the research.

#### **3.1 Research Design**

This research was a qualitative research because the data presented in Moana's screenplay in the form of the dialogue, statement and sentence. According to Creswell (2009: 173) qualitative research depend on text and image data, have unique steps in data analysis and can be draw on different strategies of research. The object of the study is presented more in words rather than in numbers. Then, in this research, the words, sentences or statement related to the eco-feminism issues in Moana's screenplay become the data of the study.

By understanding the method, qualitative research method was used by the researcher to analyze the data. According to Hancock (2009: 6) qualitative research focuses on reports of experience or on data which cannot be adequately expressed numerically, in contrast quantitative research uses statistical techniques that allow us to talk about how likely it is that something is "true" for a given population in an objective or measurable sense. Thus, the researcher concluded that qualitative method is the most appropriate technique since the data of this research are represented in the forms of words, sentences, statement or cannot be expressed numerically that fulfill the categorization for the analysis.

### **3.2 Research Object**

The researcher chose Moana's screenplay by Jared Bush for the object of this research. The researcher found some sentence and scene in the screenplay that related with the theory that focused on eco-feminism issues.

### **3.3 The Source of Data**

The main source of the research was Moana's screenplay written by Jared Bush. The researcher read Moana's screenplay to get deeper analysis. Based on Vanderstop and Jhonston (2009: 165) qualitative research focuses on the meaning of an experience by exploring how it is defined and described in figurative form. The researcher read and understands the text to find the data related to the characteristic of the main character and eco-feminism issues.

The secondary source data of this research was taken from the book, article, and website which are related to the eco-feminism issues. The theory that was used in this research is the theory of Eco-feminism by Karen J. Warren. Here the researcher also used other Eco-feminist theory to support the analysis.

### **3.4 Data Collecting Technique**

The researcher arranged some steps to be able to get the detail information and the relevant data. The researcher used reading technique by reading the screenplay carefully. Then the researcher collected the relevant data by taking notes when she got the data that related to the topic. The process of data collecting, the researcher used four steps namely reading (including observation), taking notes (the most important ways in data collecting technique), classifying and interpreting the data.

The steps or technique that were taken by the researcher to collect the data in this study as followed:

#### **1. Reading**

The first step to collect the data is by reading carefully Moana's screenplay. The researcher also read the screenplay many times to make the researcher easy to understand the object and found the data that related

to the topic. Since the subject of this study is screenplay, the researcher also did the close observation into the dialogue in the movie. The researcher watched Moana movie. In order to get clear understanding of the content of the movie, the researcher performed careful and comprehensive observation to the dialogue in movie.

#### 2. Taking Notes

The second step is taking notes. After reading the screenplay carefully and many times, the researcher understood and found the data that related to the topic. When the researcher found the data, the researcher made simple notes or rewrote them in the form of main words, sentence and dialogue. Taking notes made the researcher easier in classifying and interpreting the data. The data is the dialogue from the screenplay itself.

#### 3. Classifying

The third step is classifying the data. After the researcher found the data, the researcher classified the data that related to the topic. The data classified according to the topic of discussion. All the data were categorized in order to answer the research questions.

#### 4. Interpreting the data

The last step is interpreting the data. The researcher read carefully the dialogue and observed every single scene and conversation in order to have clear interpretation. After the researcher classified the data, the researcher interpreted the data with the theory that used in this research.

### **3.5 Data Analysis Technique**

After all the data collected, the researcher soon analyzed the collected data. In analyzing the data the researcher read Moana's screenplay by Jared Bush carefully and tries to find the detail information that related to the topic that discussed in this research. The researcher performed several steps in analyzing the data in accordance to six steps by Creswell (2009: 185).

1. Identifying the data from Moana's screenplay written by Jared Bush by making some notes.

2. Reading and rereading the whole data and arranging the data into a theme: main character's characterization and eco-feminism issues depicted in the screenplay.
3. Categorizing and classifying the data in the data collection into several categories related to the forms of the main character's characteristic and eco-feminism issues.
4. Sorting the data by selecting relevant data and excepting the irrelevant ones. The selected relevant data are classified and interpreted according to its meaning.
5. Making interrelation between the description of the data and the theory to get finding based on the objectives.
6. Making interpretation of the finding based on the understanding about theory.

### **3.6 Time and Place**

This research took place in library of Muhammadiyah University of Surabaya.

The researcher begun to write this research since February 2018.