

CHAPTER III METHOD OF THE STUDY

This chapter is one of important part because it is used as guideline of this study to make a systematic analysis. In this chapter, the writer will describe about study methodology that the writer used to analyze and find out the purpose of this study. This chapter describes the nature of the study, the source of the data, the selection of the data, and the steps of the data analysis.

3.1. The Nature of the Study

In doing this study, the writer used “descriptive qualitative”. It means the writer analyzed the data of this study by describing the data in details. This study is also qualitative because the data is not in the forms of numbers (or numeric) but that is in the forms of words, phrases, or utterances or sentences.

According to Pauly (1991) in *an analysis of thinking and about qualitative methods* book by W. James Potter “there are five steps to do qualitative research (a) finding a topic, (b) formulating research questions, (c) gathering the evidence, (d) interpreting the evidence, and (e) telling the researcher’s story.” Another opinion came from Hennink, Hutter, and Bailey (2011:8-9), they said that:

“Qualitative research is an approach that allows you to examine people’s experiences in detail, by using a specific set of research methods such as in-depth interviews, focus group discussions, observation, content analysis, visual methods, and life histories or biographies.”

There are some opinions about qualitative research, based on Strauss and Corbin (1990:17) in *An Analysis Of Thinking And About Qualitative Methods* book by W. James Potter defined qualitative research as any kind of research that produces findings that are not arrived at by means of statistical procedures or other means of quantification. In harmony with that opinion, Merriam (2009:2) stated “Qualitative inquiry, which focuses on meaning in context, requires a data collection instrument that is sensitive to underlying meaning when gathering and interpreting data.” Based on those opinions, the writer or researcher concluded that to analyze or interpret the data, the writer did not use any statistical formula.

That method is used to get purposes of this study based on some statement of the problems and related to the object which will be analyzed. So, it can be said that the descriptive qualitative is suitable method for this study.

3.2. The Source of The Data

The source of the data that the writer uses in this study is a film titled *She's The Man* directed by [Andy Fickman](#). *She's The Man* film inspired by [William Shakespeare's](#) play *Twelfth Night*. This film had genre American [romantic comedy](#). It released at [March,17 2006 in United States](#). [The story of this film was written by Erwin Leslie](#). It distributed by Dream Works. Afterwards, the primary data of this study will be in the form of film script that has taken from www.veryabc.cn accessed on February, 5th 2014.

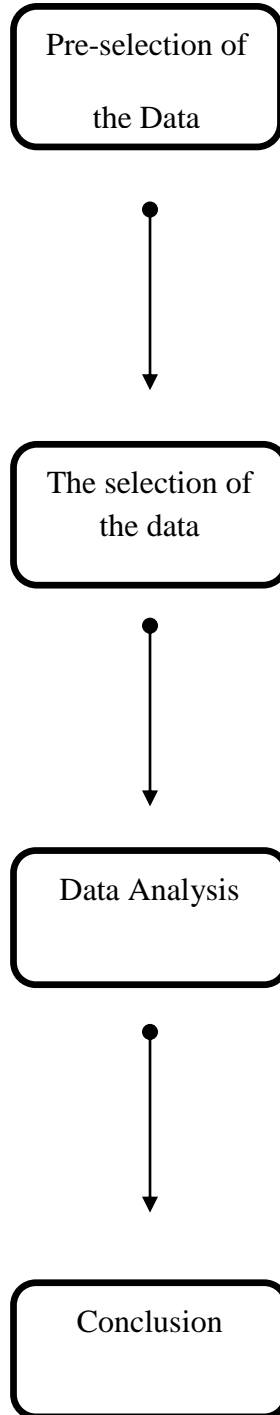
3.3. The Selection of The Data

In selecting the data to be analyzed, the writer took directly some lines, words, utterance or act of Viona Hastings as the main character and some minor characters' speaks or acts in *She's The Man* film which are related to the object of this study, Viola's characterizations. Then, for the next analysis, the write reconnected Viola's characterizations with feminism by using feminism theories that have been explained in the chapter II. Beside that, feminism can be seen in her speeches, actions, decisions, opinions and also her feelings.

3.4. The Steps of Data Analysis

There are some steps that were used by the the writer for analyzing the data in this study. First the writer watched and comprehended the plot story of *She's The Man* film, not only the film but also the script of this film. Second, the writer selected materials or sources which are related with the statement of problems and the purposes of this study, in this step the writer also gathered some theories which will be used in the analysis. Third, the writer chose the data which are related with the problems and the purpose of the study. In this step, the writer determined the main characters' characterization and also found the main characters' characterizations which are indicated feminism. Not only that, the writer also analyzed how those characterizations reflected feminism. The last step, the writer make the conclusion based on the data analysis.

In schematic view, the sequential steps of this study can be illustrated as the following figure here under :



Picture 3.4 Steps of the Study

