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CHAPTER III

RESEARCH METHODOLOGY



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This chapter describes the methods used by researchers in an effort to answer the research questions that have been formulated. The description in this chapter includes various important aspects in the research process, namely, research design which is the basis for the research approach, instruments used to obtain data, types of relevant data sources, procedures or techniques applied in data collection, and data analysis methods used to interpret and draw conclusions from the data that has been obtained. All of these methodological elements are organized systematically to ensure that the research is conducted scientifically and objectively.

### 3.1 Research Design

To examine the overall relationship between female characters and the house or village in *Encanto* films, this research used a qualitative research design. The researcher chosen this method because it is able to provide a broad understanding of the social, cultural and symbolic dynamics behind the representation of female characters and their internal and external relationships. This research uses a qualitative descriptive method supported by ecofeminism theory, mainly from Vandana Shiva and Val Plumwood. While Shiva's perspective emphasizes the spiritual and cultural connection between women and nature, Plumwood's critique of dualism helps uncover structural oppression embedded in the narrative. Qualitative research focuses on the meaning, interpretation, and personal experiences of the characters can be found (analyzed) through cultural works such as films, because films reflect the way of life, values, and views in society. According to Wardaniningsih & Kasih, (2022b) text can be understood because it has something in common with conversation, and it contains certain grammar that makes it meaningful. The main objective is to explore and reveal various perspectives on the role of women and their relationship with the living space or community space,

which in the context of *Encanto*'s film is depicted by the Madrigal family house and the village where they live.

As stated by Chih-Pei & Chang, (2017), the basic format of qualitative research includes problem formulation and research design. Through this method, the researcher seeksto understand how the domestic space-which in the film is described as “Casita” not only functions as a place to live, but also reflects or represents female characters, such as Mirabel, Abuela Alma, and Isabela. This study uses an interpretive approach to understand the symbolic meaning of the home, social relationships, family norms, and the social roles culturally assigned to women in the social order as depicted through film narratives. It also examines how nature is symbolically represented and connected to the emotional and ecological dimensions of female characters, such as through Isabela's power to grow plants and Casita's sensitivity to environmental disharmony. Through this approach, the film is seen as a cultural text that is rich in meaning and needs to be analyzed in depth and the socio-cultural context behind it.

### **3.2 Research Object**

#### **3.2.1 Data Collection**

The main object of this study is the *Encanto* (2021) movie script, produced by Walt Disney Animation Studios and directed by Byron Howard and Jared Bush. This film was carefully selected because it presents a strong narrative about the relationship between humans, family, and the environment, which is in line with the principles of ecofeminism. Mirabel, Abuela, Luisa, Isabel, and Julieta are the characters that will be the main focus of this study because their personalities represent values of care, emotional attachment to community and nature, and forms of resistance against dominant social and cultural structures.

The main source of data in this research was the official script of the animated film *Encanto* (2021) written by Charise Casto Smith, Jared Bush and Byron Howard. This script is used as the main text material to be analyzed and becomes a

comprehensive narrative foundation in examining the relationship between female characters through the lens of ecofeminism theory. The movie script was obtained from the Deadline Hollywood website (<https://deadline.com/>) an official and credible site for film scripts. This source is supported by repeated viewing of the film to capture visual, emotional, and symbolic elements that may not be fully expressed in the written script. The combination of these sources allows for a comprehensive ecofeminist analysis based on the perspectives of Vandana Shiva and Val Plumwood.

This research uses the *Encanto* movie script as the main source for analysis. The researcher is deeply involved in understanding the dialogue, actions, and symbolism displayed in the script, to examine how female characters build harmonious relationships between humans and the environment around them. By carefully reading and analyzing the script, the researcher tried to find ecofeminist representations in the film, especially how the film reflects ecological values through narration and character development.

### **3.3 Data Collection Technique**

This study employs a qualitative methodology and data collection strategies that concentrate on examining the text of the script for the *Encanto* (2021). The following are some phases of gathering data:

#### **3.3.1 Examining and previewing**

Reading the *Encacnto* (2021) movie script in its entirety, which was sourced from <https://deadline.com/>, and watching the film again to comprehend the emotional and visual context of the relevant scenes was the first step in gathering data. In order to comprehend the relationship between women and nature within the framework of patriarchal culture, the researcher also studied ecofeminism. This phase aided the researcher in developing a preliminary comprehension of how female characters are portrayed and how they relate to the natural world.

### **3.3.2    Observation**

Important elements of the movie script and movie were the focus of the researchers' observations, particularly sequences that showed interactions between the female characters and their surroundings. Additionally, the focus of observation is on dialogue, symbols, and character actions that demonstrate ecological values, empathy for the natural world, and resistance to oppressive systems.

### **3.3.3    Data Collection**

Data that included narrative scenes, visual descriptions, and dialogue quotes were gathered in a methodical manner. The sections that illustrated themes like ecological balance, the relationship between humans and nature, and the part played by women in preserving environmental harmony were noted by the researchers. To facilitate thorough and focused analysis, every piece of data was connected to important ecofeminist ideas.

## **3.4 Data Analysis Technique**

### **3.4.1    Environmental and Women's Representation**

Examining how *Encanto*'s female characters are portrayed in connection to their surroundings is the first stage in this analysis. The researcher determines how their magical abilities demonstrate a sense of intimacy or connection to the natural world. These narrative, symbolic, and visual representations demonstrate that the environment serves as a reflection of the characters' inner states and social roles in addition to being a setting.

The researcher also observed how Casita, a magical home, came to represent harmony between the environment and people. In particular, female characters like Mirabel, who are at the core of the dynamics of environmental restoration and family harmony, are the subject of Casita's responses to the emotional states and relationships among family members.

### 3.4.2 The Interaction of Nature and Women

The female characters' direct interactions with nature as a living thing are the subject of the second section of the analysis. The main tenets of ecofeminism theory-empathy, concern, and resistance to systems that oppress nature are examined in this analysis. Actions, dialogue, and symbols that convey the characters' ecological attitudes were noted by the researcher.

Through these relationships, researchers examine how nature is not only positioned as a resource, but as a living partner who is equal and worthy of respect. Harmonious, empathic, and anti-domination relations are the main focus in seeing how ecofeminist values work in *Encanto*'s film narrative.

