

CHAPTER III

RESEARCH METHODOLOGY

This chapter explains the method used by the researcher to address the research problem. It includes the research design, research instruments, data and data sources, data collection techniques, and data analysis procedures.

3.1 Research Design

This study uses a qualitative research approach, which is good for understanding human behavior and social interaction in detail. This approach helps the researcher explore the feelings, thoughts, and reasons behind Otto's behavior, speech, and actions in the film *A Man Called Otto*. Unlike research that uses numbers, this approach focuses on meaning. It helps the researcher understand how Otto's identity and view of the world are shaped through his communication with others. This approach also explains how people show meaning through what they say and do. This is important for understanding Otto's emotions, personality, and relationships. The study also looks at the symbols in Otto's interactions and how they affect his change and social role in the story (Creswell, 2014).

The method used in this research is content analysis, which

involves studying the scenes and dialogues as written in the screenplay in detail. The data for this research comes from the screenplay of *A Man Called Otto*. The researcher identifies repeated symbols, actions, and types of communication that illustrate the ideas of symbolic interactionism. Since this research uses the screenplay as the data source, the analysis focuses on written dialogues and any actions directly mentioned in the screenplay. This method helps the researcher understand how Otto's actions reveal deeper meaning. It also explains how his behavior builds his identity and relationships, and reflects the social values around him. By examining and organizing this data, the research demonstrates how Otto's character represents the ideas of *symbolic interactionism* (Bengtsson, 2016).

3.2 Source of Data and Data

The data source in this study was taken from the Otto movie screenplay, which was downloaded from assets.scriptsug.com on May 15, 2025. This website was chosen because it gives the full and original screenplay, including clear dialogue and scene directions, which helps the researcher understand the character's interactions better. The data in this study are Otto's spoken lines that show his social

interactions with other characters. This study used a qualitative descriptive method to analyze the data using *Charles Horton Cooley's Symbolic Interactionism theory*, especially the Looking-Glass Self concept. This concept explains that people build their identity by thinking about how others see them. The researcher read the screenplay carefully, chose the dialogues that show Otto's social behavior, and interpreted them to understand how Otto's self-image and personality were influenced by how others treated him. This analysis helps to show how Otto's character changes through social interaction, based on *Cooley's* idea.

3.3 Data Collection Technique

To do this research, the researcher collected data by using content analysis. This helped get the information needed to answer the research questions. There are three steps:

1. The researcher watches *A Man Called Otto* with both English and Indonesian subtitles to better understand the dialogue.
2. The researcher reads through the movie's screenplay to follow the scenes and character interactions more closely.

3. The researcher then identifies and organizes Otto's social interactions into several themes, guided by *Cooley's Looking-Glass Self* theory (Cooley, 1902).

3.4 Data Analysis Technique

The researcher did some types to analyze the data. There are three types:

1. The researcher classified the data based on Otto's social interactions in the screenplay of the movie *A Man Called Otto*, reflecting the concept of *symbolic interactionism*, especially using *Charles Horton Cooley's* theory of the Looking-Glass Self, which involves how individuals see themselves based on how they think others view them (Cooley, 1902).
2. After that, the researcher examined the data to find scenes where Otto's behavior changes based on how other people respond to him.
3. Afterwards, the researcher interpreted the data by connecting Otto's social behavior and emotional development to how Otto imagines others see him, how

he imagines others judge him, and how these perceptions affect his feelings like pride or shame.

