

## CHAPTER III

### RESEARCH METHODOLOGY

#### A. Research Method

For the reason that the researcher conducted a literature study, the type of research method is descriptive qualitative. Qualitative research method is a method based on the philosophy of postpositivism, used to examine the condition of natural objects where the researcher is the key instrument, data collection techniques are carried out by triangulation, data analysis is inductive/qualitative, and qualitative research results emphasize meaning rather than generalization.<sup>1</sup>

#### B. Instruments and Data Collection Technique

The author collected data by watching the Onward movie and looking for key facts that would help this research. The author also read the moral books and many other references about moral value and movie to get information about moral value from the movie.

#### C. Research Data Validity

For research data validity, the author uses the technique of persistence (*ketekunan/keajegan*) of observation. Namely, seeking consistent interpretations in various ways in terms of a constant or tentative process of analysis. Seek effort to limit influences. Seeking what counts and what doesn't. The author uses this technique in order to double-check whether the data that has been found the mistaken. Likewise, by increasing persistence, researchers can provide accurate and systematic data descriptions of what is observed.

Therefore, in this technique the author pays close attention to the contents of the dialogues accompanied by repeated scenes in the movie then examines in detail to the degree of saturation, so that the data found is balanced.

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<sup>1</sup> Sugiono. Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta, 2015, 9.

#### D. Data Analysis Technique

The analysis is messages which related with moral values in *Onward* movie. The steps would take in this study is to describe the data collected from the *Onward* movie. Then, the data in the form of verbal and non-verbal is qualitative descriptive. The signs used in the movie would be interpreted according to the context of movie, so that the meaning of movie can be understood both at the first level (denotative) and at the second level (connotative). The mark and code in the movie would build full meaning of the movie which is contained at both levels.

#### E. Research Ethical Considerations

The definition of ethical consideration is from combination of ethics and consideration. Ethic can defined as moral principles that control or influence a person's behaviour.<sup>2</sup> Another definition of ethics focuses on the disciplines that study moral standards, such as philosophy, theology, law, psychology, or sociology. Many different disciplines, institutions, and professions have behavioral norms that are tailored to their specific aims and goals. These norms also assist discipline members in coordinating their actions or activities and in establishing the public's trust in the discipline. Ethical norms also serve research objectives and apply to people who conduct scientific research or other scholarly or creative activities.<sup>3</sup>

Here are five principles of reserach ethics which following:

1. Discuss intellectuall property frankly<sup>4</sup>

Discussed who should get credit and in what order is the best way to avoid disagreements, Even though many people are uncomfortable discussing such topics.

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<sup>2</sup> Oxford learner's Dictionaries, accessed on November 25, 2021 at 10:10 am, <https://www.oxfordlearnersdictionaries.com>

<sup>3</sup> Dr. Nilesh B. Gajjar, "Ethical Consideration in Reserach", Intenational Journal of Reserach in Education, Vol. 2, Issue. 7, 2013. 1.

<sup>4</sup> Dr. Nilesh B. Gajjar, "Ethical Consideration in Reserach", 4.

2. Be concious of multiple roles<sup>5</sup>

Psychologists should exercise caution before engaging in multiple relationships with any individual or group, such as recruiting students or clients to participate in research studies or investigating the effectiveness of a product manufactured by a company whose stock they own.

3. Follow infomed-consent rules<sup>6</sup>

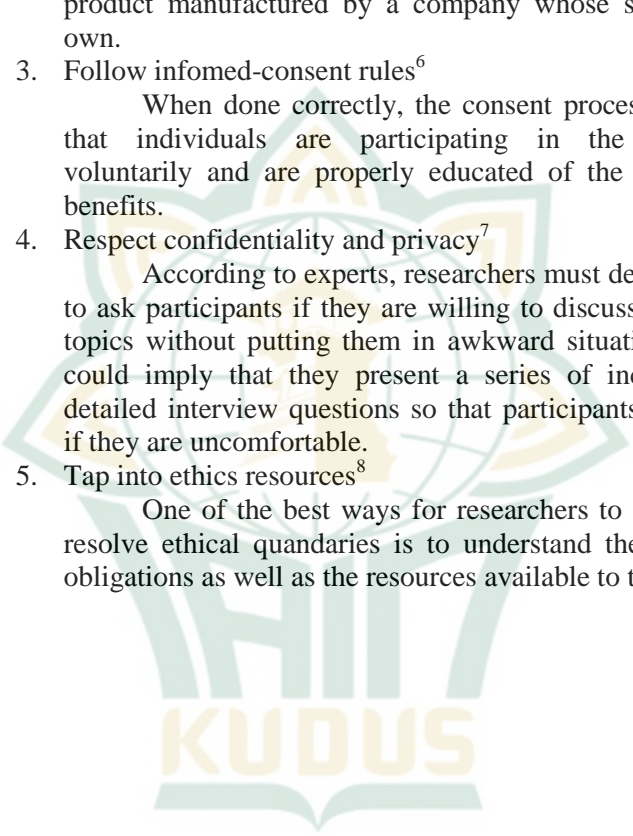
When done correctly, the consent process ensures that individuals are participating in the research voluntarily and are properly educated of the risks and benefits.

4. Respect confidentiality and privacy<sup>7</sup>

According to experts, researchers must devise ways to ask participants if they are willing to discuss sensitive topics without putting them in awkward situations. This could imply that they present a series of increasingly detailed interview questions so that participants can stop if they are uncomfortable.

5. Tap into ethics resources<sup>8</sup>

One of the best ways for researchers to avoid and resolve ethical quandaries is to understand their ethical obligations as well as the resources available to them.




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<sup>5</sup> Dr. Nilesh B. Gajjar, “Ethical Consideration in Reserach”, 5.

<sup>6</sup> Dr. Nilesh B. Gajjar, “Ethical Consideration in Reserach”, 5.

<sup>7</sup> Dr. Nilesh B. Gajjar, “Ethical Consideration in Reserach”, 6.

<sup>8</sup> Dr. Nilesh B. Gajjar, “Ethical Consideration in Reserach”, 7.