

## CHAPTER III RESEARCH METHOD

The research method is basically a scientific way of conducting science research to gain systematic knowledge, certain objectives and uses. With the research method, the research problem will be easier to answer and the data and information obtained is more valid. In writing this research, the researcher will describe the research method used.

### A. Research Method

This study is qualitative research with analysis method, where the researcher chose a movie entitled Zootopia as a research object and review the idiom as well as the contextual meaning of it. Qualitative study is suited for this study because the main goal of qualitative research is to comprehend, investigate, explain, discover, and clarify a group of people's situations, feelings, attitudes, perceptions, beliefs, values, and experiences.<sup>32</sup> The data of qualitative research cannot be counted through statistic or analysis, but generally expressed in words. It doesn't mean that qualitative data are less significant than quantitative data; in fact, their depth and subtlety lead to great insights into human society.

Moreover, Walliman states the qualitative data is commonly represented via observation notes, interview transcripts, literary texts, meeting minutes, historical documents, memos and recollections, and documentary videos. Some are recorded extremely near to the occurrences or phenomena, while others may be distant and heavily edited interpretations, therefore reliability must be assessed.<sup>33</sup> The data of this study is obtained from documents, movie script of Zootopia Movie.

Content analysis as a research technique in this study entails specialized procedures for analyzing scientific material. Its goal is to deliver information, new insights, facts, and a clear action plan. Qualitative data, on the other hand, rely on human interpretation and assessment and cannot be assessed objectively. Checking the reliability and completeness of qualitative data can be accomplished

---

<sup>32</sup> Ranjit Kumar, *Research Methodology a Step-by-Step Guide for Beginners*, 3rd edn (India: SAGE Publication, 2011), p. 103.

<sup>33</sup> Nicholas Walliman, *Research Methods: The Basics* (New York: Routledge, 2011), p. 73.

by reviewing a variety of data sources pertaining to the same event-a process known as triangulation.<sup>34</sup>

This study depicted and interpreted a real-world object. Words, pictures/photos, field notes, or other documents are all acceptable forms of documentation. In an effort to answer the research problems, it will obviously be the answer to the research problems. As a result, content analysis is used by some researchers in order to find the correct solution or answer to the research problem.

## **B. Research Setting**

This research setting includes research time, which indicates where and when the research begins and when it ends. Because this was an analysis study, the research location was not in the field. This study was carried out in a location that included particular devices that may make it easier for researcher to watch and analyze the contents of the movie. The time spent on this study ranged from November 2021 to July 2022.

## **C. Research Object**

The object of research is the concern of a study and researcher must select the research object in order to focus on the topics to be studied. The object of this study was the movie entitled Zootopia movie which contains many idiomatic expressions.

The reason why the researcher chose Zootopia movie because the animation is unique, which uses animals as the character that mostly children like and it was also suitable for people of all ages. Furthermore, this movie has moral value that is good for people and the most important thing is the researcher found many idiomatic expressions in this movie.

## **D. Types and Source of Data**

Data is the suitable material for answering the research problems. This study's data was in the form of words, phrases, sentences, and discourses contained in Zootopia movie. The source of data in this study was an object where data or information can be obtained. Data sources can be obtained from a variety of sources. The data used or required in this study was obtained from the data sources listed below:

---

<sup>34</sup> Nicholas Walliman, *Research Methods: The Basics* (New York: Routledge, 2011), p. 73.

1. Primary data is the data which comes first from the individual sources. The primary data in this study is through video screening in the form of a movie entitled Zootopia which releases February 17, 2016. The research analyzes the idiomatic expressions that consists in movie and classified it into some types of idioms and the researcher also gave the meanings based on context to the idioms found in movie.
2. Secondary data is the data that obtained from the second of individual sources that related to the research. Secondary data in this study is a form of a literary collection related to the issues to be explored and analyzed. These literatures consist of books, journals, and websites that are concerned with the problem discussed by the researcher.

#### **E. Instruments and Data Collection Technique**

A good measurement tool is required when studying a social or natural event. The term "research instruments" refers to measuring tools used in a research. The research instrument is one of factors that can influence the result of a study. According to Yaya, research instrument is "any tool used to collect, study, or explore a problem, or to collect, process, analyze, and display data systematically and objectively with the goal of solving a problem."<sup>35</sup> The research instrument in qualitative research is the researcher itself.

The data in qualitative study can be done by natural setting, primary data source, and there are more on the participant observation, in depth interview, and documentation. Documentation was used in this study as primary data with several techniques in conducting the data, as follows:

1. The researcher reads some previous study to find the gaps among the previous studies.
2. The researcher downloads the movie through certain application on mobile phone.
3. The researcher looks for some idioms contain in the movie.
4. The researcher watches the movie multiple times with Indonesian and English subtitle.
5. The researcher downloads the movie script on the internet which is the transcript written by Jonathan Scott, in order to make the analysis process easier.

---

<sup>35</sup> Yaya Suryana, *Metode Penelitian Manajemen Pendidikan* (Bandung: Pustaka Setia, 2015), p 216.

6. The researcher prints the movie script to make the researcher easy in compiling and classifying the idiomatic expressions.
7. The researcher identifies the idiomatic expression by marking it with the highlighter-pen.
8. The researcher categorizes the idiom found into four types according to Boatner and Gates Theory
9. The researcher validates the data finding to the experts
10. The researcher finds the contextual meanings of idiom in dictionaries

#### F. Research Data Validity

Every research should be evaluated. The assessment measures used in qualitative and quantitative research are not the same. The validity of the data acquired during the research is used to determine the quality of the research. In verifying the validity of data, qualitative research methods employ terminology that differs from quantitative research.

The validity of the data in this study used credibility with one of triangulations concepts and reliability.

1. **Credibility** establishes that the findings of qualitative research are trustworthy or credible from the research subject's point of view. Then, in order to increase the credibility of qualitative data analysis, researchers must not only devise data collection tactics capable of appropriately soliciting representations, but also devise transparent processes for categorizing and deriving conclusions from original data.

There are various ways in testing the credibility of data according to Sugiyono, as follows:<sup>36</sup>

- a. Extension research, which means the researchers back to the research setting in order to get more data or information by interviewing the informant again.
- b. Increase the persistence is done to ensure the data whether credible or not by doing the research carefully.
- c. Triangulation is the process of confirming data from various individuals, types of data, or data gathering methods in descriptions and themes. According to Denzin

---

<sup>36</sup> Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D* (Bandung: Alfabeta, 2013), p. 270.

as cited in Uwe Flick study,<sup>37</sup> Denzin divides triangulation into 4 concepts, they are:

- 1) **Data triangulation** is used for checking data validity by doing cross-check of several data sources at various times, locations, and individuals.
- 2) **Investigator triangulation** refers to there are some experts that used in a study to validate the data.
- 3) **Theory triangulation** refers to approaching data with various theoretical points of view in the same data to assess their utility and power.
- 4) **Methodological triangulation** is the major concept because the researcher can use some methods, such as documents, interviews, questionnaires, and observation in a study. There are three principles in this methodology. First, the nature of the research problem and its relevance to a specific approach should be evaluated. Second, keep in mind that each strategy has advantages and disadvantages. Third, procedures should be chosen with theoretical relevance in mind.

The data triangulation technique was used to assess the validity of data in this study. Techniques for triangulation data is applied in verifying the validity of evidence by using several data sources, such as document, notes, dictionary, pictures, and books. The researcher also involved an external (colleagues) by asking or discussing the finding with the researcher's colleagues.

- d. Negative case analysis is the application of a critical analytic method to identify data that is different or even contradictory to the evidence that has already been discovered. If there are no other data that contradicts the findings, the data that was studied is credible.
- e. The use of the references which means something that can prove the data that has been found is credible. For example camera, authentic documents and pictures.
- f. Member checking can be used to assess the accuracy of qualitative findings by returning the final report or specific

---

<sup>37</sup> Uwe Flick, 'Triangulation', in *The SAGE Handbook of Qualitative Research*, ed. by Norman K. Denzin and Yvonna S. Lincoln (London: SAGE Publication, 2018), p. 779.

descriptions or themes to participants and asking them if they believe they are correct.

2. **Reliability** is used for validating the data in qualitative study. The reliability test was carried out by conducting an audit of the overall research process. In this research, the researcher involved two experts who teach idioms in their class or understand idioms well as validators of the data finding, the researcher gave the data to the experts to be validated.

### G. Data Analysis Technique

After the researcher collected the data, the next step is analysis the data. According to Sidiq and Choiri in their book,<sup>38</sup> analysis data technique is a process of finding and compiling data which is obtained from interview, observation, field notes, and documentation systematically by organizing data into categories, describing into units, perform synthesis, compile into patterns, choose which ones are important and will be learned, and make conclusions so that they are easily understood by themselves and others.

In this research, the research used analysis content to analyze the data. Analyzing the qualitative data is done when the empirical data used is words and cannot be counted. Furthermore, the data is analyzed by using theory from Boatner and Gates for the types of idioms and the meaning of idiom found is explained according to the dictionaries the researcher used.

There are six steps in analyzing qualitative data according to John, they are preparing and organizing the data, coding the data, describing findings and forming the data, representing and reporting findings, interpreting the meaning of the findings, and validating the accuracy of the findings.

The researcher of this study only used 3 steps from John, as follows:<sup>39</sup>

1. Preparing and Organizing the Data

The first of analyzing data is preparing and organizing the data. The data of this study are in document and audio visual, so the researcher prepared the data by downloading the movie and printed the movie script through certain application and

---

<sup>38</sup> Umar Sidiq and Miftachul Choiri, *Metode Penelitian Kualitatif Di Bidang Pendidikan*, ed. by Anwar Mujahidin (Ponorogo: Nata Karya, 2019), p. 103.

<sup>39</sup> John W. Creswell, *Qualitative Inquiry and Research Design: Choosing Among Five Approaches*, 3rd edn (USA: SAGE Publication, 2013), p. 180.

internet. The researcher organized the data by watching the Zootopia movie multiple times to produce the valid data.

## 2. Coding the Data

The next step after preparing and organizing the data is coding. Coding is the process of marking and grouping elements in the data. Furthermore, in qualitative data analysis, a code is typically a word or brief phrase that symbolically assigns a cumulative, and/or significant to a segment of language-based or visual data. Interview transcripts, participant observation field notes, journals, papers, literature, artifacts, photographs, video, websites, and so on can all be included as the data.<sup>40</sup> As mentioned above, the researcher determined the idioms consist in the movie and gave the explanation of the meaning of the idiom based on context.

## 3. Reporting the Data

By reporting the data, it doesn't mean the research is finished because a research needs to be validated the data, whether valid or not. In representing the data, the researcher used tables to be easily read by the researcher itself and the readers.

---

<sup>40</sup> Johnny Saldana, 'Coding and Analysis Strategies', in *The Oxford Handbook of Qualitative Research*, ed. by Patricia Leavy (New York: Oxford University Press, 2014), p. 584.