CHAPTER III
RESEARCH METHOD

This chapter presents the method which is applied by the researcher in the study. It deals with research design, research approach, object of study, research instrument, data collection, and data analysis.

3.1 Research Design

Research design is the researcher’s plan of how to proceed to gain an understanding of some group or some phenomenon in its context (Ary, 2010). We can classify research into two big categories; quantitative and qualitative research. In quantitative research, the relation between researcher and object of the research is independent or in another words we can say that they do not know each other. It uses questionnaire as the data collection. The opposite of quantitative is qualitative research. Qualitative research is presents a phenomenon in form of words or picture rather than number (Biklen and Bodgan, 2003). Those two categories can be used depending on the type of research that researcher conducts. Quantitative research tends to use objective measurement to gather numeric data that are used to answer research questions or predetermined hypothesis (Ary, 2010).

From the theories above, the researcher used descriptive qualitative method because he intended to describe the main character Malcolm Adekanbi as Drug’s Trafficker in the “Dope” film.
3.2 Research approach

Approach is the reader’s position in analysing literary work. (in Kennedy, 1983), there are four kinds of literary approach. They are mimetic approach, pragmatic approach, expressive approach, and objective approach.

3.2.1 Mimetic approach

*Mimetic* approach views the literary work as imitation, reflection, representation of the world and the human life. The reader tries to understand the representation of the world and the human life found in film. Besides, the reader tries to find and prove the truth of that work which is represented by the author.

3.2.2 Pragmatic approach

*Pragmatic* approach views the literary works as something which is constructed to affect people or audience. It can attract the reader’s responses, arouse their emotion, and perhaps argue for ideas that change minds.

3.2.3 Expressive approach

*Expressive* approach is the expression of the author’s feeling and emotion in literary works. Therefore, in expressive approach the reader only concern on the author. The reader must learn more and give more attention to the author’s biography, his educational background, and his society which is represented by the author in the form of paragraph and dialogues.

3.2.4 Objective approach

Objective approach attempts to display a literary work by itself, without relating to the author’s life, background and the society or background of the work.
it described. The reader is not necessary to study the background of the author, when the author starts to write the stories or the influence of the story to the reader

Among these approaches, the researcher selected objective research to be used in this research because the film itself has nothing to do with the response of the audience nor the life of the author. The film is a fictional work. The researcher only intend to elaborate several aspect in the film.

3.3 Research Object

"Dope" film by Rick Famuyiwa namely Malcolm Adekanbi is the object of research.

3.4 Data Collection

The data were taken from dialogues and actions done by Malcolm Adekanbi in the film that were related to the topic. The steps in collecting the data were as follows:

1. Finding the “Dope” film by Rick Famuyiwa
2. Watching the film to help the researcher understand the content of the film.
3. Taking notes regarding the reason, way and effect of the main character being a drug trafficker.

3.5 Data Analysis

The researcher used several steps to collect the data source, as follows:

1. Identifying the scenes, conversation or action for each aspect mentioned in statement of problem which were the reason, way and effect of Malcolm Adekanbi being a drug trafficker.
2. Explaining the reason of the Malcolm Adekanbi`s character being a drug trafficker based on his internal motive.

3. Identifying the strategies used by Malcolm Adekanbi in selling the drugs.

4. Describing the effect of being a drug trafficker on his life.

5. Drawing the conclusion based on data analyzed.