CHAPTER III

RESEARCH METHOD

This chapter discusses the research method adopted to achieve the goals of this research. It presents the research object, research approach, data collection, and also data analysis.

3.1 Research Object

The object of this research was the figurative language of “Inside Out” Movie and the meaning of each figure of speech. This movie was produced by Pixar Animation Studios and released by Walt Disney Pictures on June, 19th 2015 in North America. This movie which was directed by Pete Doctor got many awards, there are: Academy Award for Best Animated Feature Film 2016, Golden Globe Award for Best Animated Feature Film 2016, BAFTA Award for Best Animated Film 2016, New York Film Critics Circle Award for Best Animated Film 2015, MTV Movie Award for Best Virtual Performance 2016, Critics’ Choice Movie Award for Best Animated Feature 2016, Kids’ Choice Award for Favorite Voice from an Animated Movie 2016, PGA Producer of the Year Award in Animated Theatrical Motion Pictures 2016, Satellite Award for Best Animated or Mixed Media Feature 2016, Empire Award for Best Animated Film 2016 (http://disney.wikia.com/wiki/Inside_Out).

This movie was named as the 41st best movie of the 21st century. This movie influences the use of philosophy and psychology of what the mind is and how it works, and what role emotions play in human interaction. It finds that human emotions affect the interpersonal relationship and can be significantly moderated by them.
3.2 Research Approach

Research approach is a plan and procedure that consists of the steps of broad assumptions to detailed method of data collection, analysis and interpretation. It will become a framework of thinking in analyzing work in the form of method and technique.

According to Abrams (1953), the literary approach consists of four divisions:

1. Mimetic Approach

Mimetic approach assesses the literary work based on “truth” of its representation of the reality of the world and of human life and character (interested in the relationship between the work and the universe).

2. Pragmatic Approach

The pragmatic approach focuses on a literary work as something designed to produce emotional or moral responses in the reader, and how those effects are produced (interested in the relationship between the work and the audience).

3. Expressive Approach

Expressive Approach views a work as an expression of the individuality of the author (interested in the relationship between the work and the artist).

4. Objective Approach

The objective approach focuses on the intrinsic qualities of a literary work, treating it as an object of art that can be studied and evaluated without reference to author or reader (interested in close reading of the work).

In analyzing figurative language in “Inside Out” movie, the researcher uses an objective approach as the research approach because the researcher describes and analyzes the literary
work as self-sufficient object without relating to the author’s life, background of society, or background of the work.

3.3 Data Collection

Data collection is the way to collect data used in the research. It aims to get an accurate and valid data. According to Marshall (2006) “Qualitative approach typically relies on four methods for gathering information: 1) participating in the setting, 2) observing directly, 3) interviewing in depth, and 4) analyzing documents and material culture. To collect the data, the researcher uses content analysis technique. This technique was chosen because the researcher conducts the analysis to understand the phenomenon from the participant’s point of view and social context. Therefore, the data is analyzed while maintaining the authenticity of the text. According to Krippendorff (in Bengtsson, 2016), content analysis is a research technique for carrying out valid inference from texts to the context of its use. Williams (20017) also stated that content analysis involves books, newspaper, and film to identify patterns, themes, or biases by exploring verbal, visual, behavioral patterns, themes or biases.

The data of this research are collected by using these following steps:

1. Reading the “Inside Out” movie script.
2. Comprehending the figurative language of the movie script.
3. Finding out all the words, phrases and sentences which containing figurative language by giving marks.
4. Taking notes based on their classifying.
3.4 Data Analysis

Data analysis is the process of examining data sets in order to draw conclusions about the information they contain. Perry (2008:147) stated that the researcher must determine whether the result answer the research questions. The procedure of data analysis can be drawn as follows:

1. Applying the theories related to the problems based on the purpose of study.
2. Identifying all the words, phrases and sentences which containing figurative language.
3. Interpreting the data based on the general meaning.