

CHAPTER 3

RESEARCH METHOD

In this chapter, the author discusses the procedures for conducting research. Including research design, research objects, data sources, data collection, and data analysis.

3.1 Research Design

This research uses qualitative research. According to Moleong (2017), qualitative research is research that understands the phenomena experienced by research subjects such as behavior, perceptions, motivations, actions, etc. holistically and using descriptions in the form of words in a special context that is natural. Qualitative research uses interviews, direct observation, and official documents to collect data. In Arikunto's quote (2005) qualitative research is usually descriptive in which the results of the analysis are in the form of an explanation of a phenomenon not in nominal or coefficient form about the relationship between variables.

In this research, the author uses an approach, namely the objective approach of M.H. Abram. The author uses an objective approach because it focuses on the object itself, namely the film that analyzes the moral values contained in it. The objective approach states that literary works can stand alone, free from the creator and the socio-cultural environment of the era. Literary works can be observed based on their structure. There are two structures: intrinsic and extrinsic. Intrinsic elements include characterization, plot, setting, and theme. Meanwhile, extrinsic elements include who the author is, and how the environment and social structure are.

3.2 Object of Research

In the research, the object of research is a movie entitled Encanto. This movie was published in 2021 in the musical fantasy comedy genre. Encanto has two famous producers named Yvett Merino and Clark Spencer. Encanto has a running time of 1 hour 49 minutes and was released on November 24, 2018, by the famous animation studio, Walt Disney Animation Studios. the film set in Colombia won

nominations at the 79th Best Animation Golden Award ceremony, 49th Annie Award, and 94th Academy Award.

3.3 Data Source

According to Edi Riadi (2016), Data sources are everything that can provide information about data. In this research, the author conducts data collection by applying primary data methods. The author gets primary data collection through observation of the *Encanto* movie.

Primary data is information obtained firsthand that is collected directly from the source. Primary data includes original and unaltered data. Primary data can be obtained through observation, interviews, focused discussions, and distribution questionnaires. The data used by researchers are primary data sources.

The main data source in this research is from a movie called *Encanto* produced by Yvett Merino and Clark Spencer. This research uses scripts and scenes from the film to recognize moral values and their relationship with education. Therefore, the data is in the form of dialog in the script and images from the *Encanto* movie.

3.4 Data Collection Method

In this research, the author used documentation for data collection. Quoted in *Kamus Besar Bahasa Indonesia*, documentation is the collection, selection, processing, and storage of information in the field of knowledge. Documentation is also defined as providing or collecting evidence and information (such as pictures, quotes, newspaper cuttings, and so on). The author collects data through observing, identifying film transcripts, and classifying by using this method, the author will analyze the moral message of the film entitled *Encanto*.

The steps to collect data for this research are as follows:

1. Downloading the movie.

The author will first download the *Encanto* movie on telegram and take the script on the dailyscript.com website.

2. Watching the movie repeatedly.

The author will watch the movie titled *Encanto* repeatedly to understand the overall scene in the movie.

3. Observing the script

The author will observe the *Encanto* movie script in every scene and dialog carefully and thoroughly.

4. Identifying data related to the research.

The writer will identify dialog conversations in each scene of the movie that contain moral values and take the dominant moral value in the movie.

3.5 Data Analysis Method

After this research is completed, the next step the author analyze all the data that has been collected to get the results of the research. To analyze the data, the author uses a descriptive method technique. Quoted on the Enago Academy website, the descriptive method involves observing and collecting data on certain topics without trying to cause a causal relationship. The purpose of this method is to provide an accurate description.

To make this research more detailed, the author took several steps for data analysis, namely:

1. Observing moral values and relating them to education in the *Encanto* movie.
2. Classify data following the moral values in the *Encanto* movie.
3. Analyze, describe, and explain the data about moral values obtained from the movie and then regroup them to find out which moral values are dominant in the movie.
4. Provide conclusions from the results of the data after analyzing, describing, explaining, and categorizing.