CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the methodology of the research which contains: research design, research object, research instrument, data collection and data analysis.

3.1 Research Design

Ary (2010) stated that design is the researcher’s plan for the study, which includes the method to be used, what data will be gathered, where, how, and from whom. It indicates that the research design is the plan to gather any information related to the research.

Following the statement above, the researcher decided to use qualitative design. As stated by Ary (2002), there are two research methodologies in education, namely: quantitative and qualitative. Quantitative research is the research which deals with statistical and numerical data to answer the research question. It uses statistical analysis of numeric data to present and explain the object, while qualitative research deals with the understanding social phenomena and giving great verbal narration of condition, situations, and participants. It uses human as the participants and the human perspective are used to collect the data in natural setting.
This research investigated King Leonidas’ leadership in the film *300* by Zack Snyder, the problems faced by King Leonidas when leading three-hundred Spartans ahead of Persian empires, and the way King Leonidas solves the problems in leading three-hundred Spartan ahead of Persian empires. All the data were collected in natural setting without any numerical data at all. So, qualitative design is suitable used here.

### 3.2 Research Object

Cameron, et. al.(1992) implicitly defined research object as inanimate matter which is observed by the researcher without any active interaction from the researcher. In this study, the research object was the *300* film by Zack Snyder.

### 3.3 Instrument

In collecting the data, the researcher used human instrument. Ary (2002: 424) explained that the human investigator is the primary instrument for gathering and analyzing data. The concept of human as instrument emphasizes the unique role that qualitative researchers play in their field. Because qualitative research studies human experiences and situations, researchers need an instrument flexible enough to capture the complexity of the human experience, an instrument capable of adapting and responding to the environment. Therefore, human instrument in this study is believed capable of watching and observing the film to get the data.
3.4 Data Collection

In collecting the data, the researcher did the following steps:

1. Watching the film 300 by Zack Snyder film from the beginning until the end.
2. Observing King Leonidas’ leadership in the film 300 by Zack Snyder.
3. Identifying and writing data which were the problems faced by King Leonidas when leading three-hundred Spartans ahead of Persian empires based on the film script and watching scene by scene.
4. Writing the way King Leonidas solves the problems in leading three-hundred Spartan ahead of Persian Empire.

3.5 Data Analysis

The data analysis were accomplished through the following steps:

1. Analyzing King Leonidas’ leadership in the film 300 by Zack Snyder.
2. Analyzing the problems faced by King Leonidas when leading three-hundred Spartans ahead of Persian empires.
3. Describing the way King Leonidas solves the problems in leading the three-hundred Spartan ahead of Persian Empire.

Presenting the result of analysis into a good explanation by presenting the proof in the form of dialogue in film script or scenes to support the finding.