

CHAPTER III

RESEARCH METHODOLOGY

In this chapter, the researcher will explain the research methodology used in the study. This chapter contains the research design, research object, data source, data collection method, and data analysis method.

3.1 Research Design

In this section, the researcher will explain the research design used in the study. Research design is a technique and framework of research methods researchers choose. Research design is also used as a strategy to answer research questions. It has a function to ensure that the data obtained allows you to solve the research topic as clearly and successfully as feasible.

In this study, researchers used qualitative research methods. Qualitative research involves collecting and analyzing non-numerical data to understand concepts, opinions, or experiences. According to Moleong (2005 as cited in Nuesapia 2020), qualitative research is research used to understand phenomena about what is experienced by research subjects, for example, behavior, perception, motivation, action, etc. holistically, and by way of description in the words and language, in a particular context that is natural and using natural methods. According to Creswell (2013), the purpose of qualitative research is to examine and comprehend the significance that some persons or groups of people attribute to social or human problems. This research explains a phenomenon in depth and emphasizes analysis or description. Based on the explanation above, qualitative methods are suitable for this research because researchers want to describe moral values and their relationship to education in depth.

According to Ardhian et al. (2021), according to American literary critic M.H Abrams, the literary criticism approach has four primary forms, namely the objective, expressive, mimetic, and pragmatic approaches. The objective approach

is an approach that focuses on the literary work itself. In this case, observations made on literary works can be seen through their structure, namely intrinsic and extrinsic elements. However, this approach discusses the intrinsic elements of a literary work more. Researchers use the objective method because they want to focus on the object itself, namely the film, which analyzes its intrinsic moral value elements.

3.2 Research Object

In this study, researchers used *The Little Prince* movie object. *The Little Prince*, or *Le Petit Prince* in French, is an Italian French animated film directed by Mark Osborne. The film was first screened at the Cannes Film Festival in 2015 (Saputra, 2015). Adapted directly from his novel *Le Petit Prince*, the work of the iconic writer Antoine de Saint-Exupery became the most translated novel, with 250 languages translated. In 1 hour and 50 minutes, the audience will be taken on an adventure with the little prince, with thick fantasy elements.

3.3 Data Source

In research, a data source is any location where statistics, facts, or other relevant information can be found (Heath, 2023). In this research, researchers get data from movies, books, journals, articles, and the internet. Researchers also use primary data and secondary data to support the main data, as follows:

a) Primary data

Primary data is directly obtained from the first data source or information obtained directly at the research location or object. Primary data is obtained directly when research is conducted and has never been collected or published. In this study, the data was collected from watching the movie *The Little Prince*, which has been downloaded.

b) Secondary data

Secondary data is obtained from secondary sources or other sources supporting research data. For secondary data, this research was obtained through the internet related to literature and the movie *The Little Prince*, sorted first through valid and up-to-date sources.

3.4 Research Instrument

A research instrument is a measuring tool used to collect data or information in a study. According to Creswell (2014) to prove the answer to the research problem, the researcher must carry out the stage of collecting or gathering data. This research wants to reveal the moral values in the movie *The Little Prince* and its relationship with education. Researchers used document instruments to carry out this research using the documentation method. This research data is obtained through scenes and dialog in the film. The document of this research is a script that contains conversations, sentences from the movie *The Little Prince*, and journals related to the object of research. The following are the specific steps when researchers collect data:

- 1. First, download the movie *The Little Prince***
Researchers downloaded the movie *The Little Prince* with subtitles through the Telegram platform.
- 2. Second, Watching the movie repeatedly**
Researchers watched the film repeatedly to understand each scene and dialog with moral values.
- 3. Third, Read the script carefully**
Researchers read scripts related to *The Little Prince* movie to observe the conversations in it and to understand it better.
- 4. Last, Identify and list data related to the research**

Researchers identify data carefully through scenes, dialog or sentences containing moral values and their relation with education and then make notes by listing them individually.

3.5 Data Analysis Method

Data analysis is data that has been processed so that the reader quickly understands the results obtained. According to Sahir (2022, P37), data analysis is in the form of information on the results of data processing, classifying the results of data processing, and summarizing the results of data processing to form a conclusion study. The data analysis used for this research is a descriptive method, which describes or explains an event or research object in detail.

The following is a procedure for specific steps in analyzing data in this study:

1. Take notes and observe moral values and their relationship with education in the movie *The Little Prince* by Mark Osborne.
2. Identify the moral values at the movie
3. Classify the data of moral value and its relation to education in the movie *The Little Prince* by Mark Osborne based on its type.
4. Analyze, describe, and explain the data classified as value and its relationship with education in the film *The Little Prince* by Mark Osborne.
5. Conclude all the data that has been analyzed.