

CHAPTER III

RESEARCH METHOD

This section presents the Research Method of this study. The discussions are about Research Design, Research Object, Research Instrument, Data Collection and Data Analysis.

2.1 Research Design

Research design is a strategy to help the researcher to answer and analyze the research questions of this study. This section also talk about the procedures and planning how to explain the detailed of methods from data collection and analysis.

There are many types of research design, but the researcher decided to used a qualitative research method as a main design for this research. Denzin and Linclon said that a Qualitative Research has their own approach which is natural and interpretive. It means that Qualitative researcher study things in their natural settings, attempting to make sense of or to interpret, phenomena in terms of the meanings people bring to them. According to Hancock (2009; 1) Qualitative Research is only focused with developing of explanation about phenomena in social.

This Qualitative method used by the researcher as a tool for analyze the data of phenomena social which were collected from Inside Out film with using Charles Sanders Peirce as a modul to analyze it. Based on Sugiyono (2014; 14) Qualitative method is a method with only focus in the field when collected the data.

The data that has been collected from the Inside Out film through election, such as situation in chosen scene, the secret meaning from the sign which directly or indirectly seen from the scene and from that the researcher really want to know the main meaning of the signs that exist in this Inside Out film.

2.2 Research Object

The main focus from this research is the type of signs which appears in Inside Out film also the main meanings from each sign itself. The types of signs which appears from the Inside Out film are three signs, according to Peirce's model, it is icon, index, and also symbol.

2.3 Research Instrument

It can say that Research Instrument is the heart of research study. In other ways, Research Instrument is also the part of Research Design and became the most important components from a research study because both of them is a tools for a researcher to collect and gather the data. It is imposible to collect data without these two elements. According to (Creswell, 2013) one of the most important tool to collect the data is Research Instrument. In order to avoid a misunderstanding in research study, the researcher must known and capable to using his instrument correctly. The researcher used The Note taking sheet to identifying, classifying and analyzing the data. When the researcher found the data that expressed in Inside Out

film, the re researcher used his instrument to mark at the time which the signs were appears. The researcher also functions as the key instrument.

2.4 Data Collection

Observation and Interview, especially in-depth interview are an identical things when we talk about Qualitative method. Mostly, when we used a Qualitative method, we are usually collect the data in form of words. In fact, Johnson and Christensen (2008) said so. The data that has been collected in this research, its directly taken from Inside Out film and only focus on scenes with icon, index, and symbol which exist on it. The data were collected by steps below:

- a) Watching Inside Out film carefully.
- b) Understanding the conversation among the main characters on a film script.
- c) Getting back to watch Inside Out film for two or three times to get more understanding from the dialogues that written on a film script.
- d) Taking notes and the video viewing log to mark the signs that exist in Inside Out film.
- e) Capturing a relevant scene in Inside Out film.

2.5 Data Analysis

The main function of Data Analysis is a main tool for analyze the data that were collect and found in research study. Several steps that are done following the data collection steps are as follows;

- a) Finding the sign from the characters and the one that exist in Inside Out film.
- b) Explain the main meanings from the sign that were found.
- c) Classifying the signs of icon, index, and symbol which has been found then put it into table.
- d) Concluding the data that were found.

The following table that being used:

DESCRIPTION	
SCENE	(MINUTE SCENE)
CONTEXT OF SITUATION	
KIND OF SIGNS	(ICON / INDEX / SYMBOL)
DIALOGUE (conversation which appears on certain time to support the scene which exist of sign).	