

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter explains the research methodology which includes various components such as research methods, data sources, data collection techniques, and data analysis techniques.

#### 3.1 Research Designs

The selection of research methodology and techniques is usually done at the beginning of the research. This selection is packaged in a document known as a research design, which contains important information about techniques, methods, and project details. Research design is like the glue that holds a research project together, offering structure and direction to produce useful results. To study Zootopia, the author uses qualitative descriptive methods for data analysis. Qualitative research, which is descriptive in nature, collects information in the form of words or images, not numerical data.

This approach emphasizes maintaining the narrative essence of the data, which is essential for qualitative analysis. Qualitative descriptive methodology in nursing and health services research provides a comprehensive insight into specific phenomena and can be applied in a variety of contexts, either as a standalone research design, an introduction to a larger qualitative study, or as a component in a mixed methods approach. Despite the widespread use of descriptive approaches in nursing research, there is limited methodological guidance regarding these designs in the research literature. This gap causes novice researchers to adopt more complex qualitative designs without meeting prerequisites or providing appropriate justification. Therefore, there is an urgent need for further discourse regarding the utility and rationale behind descriptive approaches in qualitative research, not only to assist researchers but also to uphold standards in health research. According to Sandelowski (2000), descriptive research is usually described in research texts as the lowest level of quantitative research design Hierarchy.

Another opinion (Thore, Kirkham, and MacDonald-Emes, 1997) states that is, view the description of qualitative research as “the crudest "Research" may hurt researchers involved in qualitative research Many of them feel compelled to maintain their business more than just a description. Moreover, Sandelowski (2000) suggests that descriptive research is often positioned

as the most basic form within the hierarchy of quantitative research designs according to conventional research literature. Alternatively, another perspective (Thore, Kirkham, and MacDonald-Emes, 1997) regards qualitative research description as overly simplistic and potentially detrimental to researchers engaged in qualitative inquiry. Many researchers feel pressured to pursue objectives beyond mere description. Furthermore, Sandelowski,(2000).argues that despite the prevalence of qualitative research, there lacks a comprehensive depiction of qualitative descriptive research specifically.

While it is among the most commonly utilized methodological approaches across practical disciplines, it should not be viewed as a separate entity but rather as a subset within qualitative research. Sandelowski contends that qualitative descriptive research is less interpretive compared to approaches like interpretative description, as it does not necessitate researchers to delve deeply into or depart from the data. It also does not require extensive contextual information or abstraction, unlike some other qualitative designs.

Qualitative descriptive studies are considered the least theoretical among qualitative research approaches. They are less encumbered by pre-existing theoretical or philosophical frameworks compared to other qualitative methodologies (Vickie & Clinton, 2012). Qualitative research is often characterized as naturalistic (Lincoln & Guba, 1985), indicating that researchers adopt strategies mirroring everyday interactions, engaging with participants in a manner that aligns with real-life scenarios (Rossman & Rallis, 2012). According to Taylor et al. (2016), qualitative research aims to explore perspectives from diverse angles (J. Res. Nurs., 2020).

### **3.2 Research Object**

Research object describe what your research project intends to accomplish. They should guide every step of the research process, including how you collect data, build your argument, and develop your conclusions. (Ryan, 2023).

Research focus: An analysis of the moral values in the movie "Zootopia".

#### **Introduction**

Zootopia is his 2016 animated film set in a modern mammalian metropolis populated by anthropomorphic animals. Following the journey of a young rabbit named Judy Hopps, who became the first female rabbit cop, she teams up with a cunning fox named Nick Wilde to solve

a missing mammal case. Zootopia explores a variety of socially relevant issues and moral values. The purpose of my research is to analyze and study the moral values presented in the film.

The Zootopia movie video and subtitle file are the two data sources used in the study of the film. The Zootopia movie's footage serves as the main source of the data. The movie video file may be obtained at [www.lk 21. com](http://www.lk21.com). The movie is the study's focus, in which the author looks for moral lessons in the main characters and all of the characters' acts in Zootopia. The file containing the subtitle may be obtained at [www.lk 21.com](http://www.lk21.com) and serves as a secondary source of the data. The author intends to include the movie's moral values analysis in a media player application.

Movie analysis:

An in-depth analysis of the movie Zootopia is given, with particular attention to key scenes focused on homage, character development, and moral values.

Identifying Moral Values:

Researchers identify moral values such as respect, responsibility, justice, tolerance, wisdom, Helping each other, altruism, cooperation, courage, and trust that are portrayed in the film.

Narrative check:

The film's narrative structure is examined to understand how moral values are portrayed and reinforced throughout the story.

Personality analysis:

It analyzes the main characters Judy Hopps and Nick Wilde to determine how their actions interact and reflect the moral values of the film.

### **3.3 Source Data**

Data collection for qualitative descriptive studies is focused on the discovery of The nature of the particular event being studied. Data collection therefore includes: Minimal to moderate, structured, open-ended, individual or focus group Interviews However, data collection may also include observations. Inspection of records, reports, photographs, and documents.

Data collection included observations and analysis of reports, records, documents, and photographs. Qualitative descriptive research is purely data-driven because codes are generated from data collected during the study. Like the other qualitative research methods, the qualitative descriptive study is also distinguished by synchronous data collection and analysis. Masyitah, (2023).

When analyzing Zootopia movies, there are two data sources for analysis. Video and subtitle files for Zootopia movies. The primary data source is the Zootopia movie video. Movie video files are downloaded from [www.LK21.com](http://www.LK21.com). Only films are included in the analysis. The author tracks the actions of the main character and all characters and finds morals and Values in Zootopia movies. The secondary data source is a file of Subtitles that can be downloaded from [www.LK21.com](http://www.LK21.com). The author adds in batches A media player application where movies analyze moral values movie.

### **3,4 Data Collection**

Data collection technology allows us to collect information in a systematic way Research subjects (people, things, phenomena) and environment appear there. When collecting data, it should be done systematically. quantitative data collection methods are based on random sampling and structured data collection

A means of classifying different experiences into predefined response categories. They provide results that can be easily summarized, compared, and generalized. In analyzing the movie Zootopia, the authors use the following methods to analyze the data. writing technique. Analytics is extruded after collecting data.

Data Collected from the movie Zootopia. Watch the movie and understand Write down all the information about the Zootopia movie. The author watches the movie with subtitles while reading the script. Adding subtitles is intended to allow the author to follow the dialogue thoroughly. Don't miss a word in the movie. The author pays more attention I watching the movie, and the author has seen it more than twice as often. Then the writer Collects amazement and analyzes the film. After all, the author does Conclusions based on data analysis.

### **3.5 Data Analysis**

Data analytics techniques take different approaches to extract value from data. For example, Monte Carlo simulation is a quantitative data analysis technique that simulates and estimates the likelihood of outcomes under conditions of uncertainty in fields such as finance, engineering, and science. Mobile communication service providers can use it to analyze their network performance under different scenarios and find ways to optimize their services. Other quantitative data types and examples include cross-tabulation and trend analysis. Universitas Maryville,(2023).

The method of continuous comparative data analysis is qualitative research. This method copies all data sources that contain field notes. Be raw data. All transcripts of data should be copied and originals should be retained A safe place, no change. A copy of the raw data was then used for analysis (Strauss)& Corbin, 1990). Additionally, the author explains this film by watching and reading the film. The script for the movie Zootopia is written with care and precision. Then identify the moral Explaining values and moral values in movies by propositional proofs and the scene. By viewing, reading, exploring, and collecting data sources from the library and the site. The authors first analyze data from movie selection. See and understand all film scripts to recognize the moral values expressed in the film. The author then collects relevant references All information relevant to the topic of discussion was transcribed for later analysis.

### **3.6 Instruments**

Research tools Instruments are tools used to collect data. According to Siyoto and Sodik (2015:78), This tool acts as a tool to collect necessary data. According to Nugrahani (2014:56), qualitative research tools are not external (objective) but internal (subjective). This tool is not an operational definition or in the form of other tools, but rather its people (researchers), trained, sensitive, and flexible, to grasp the outstanding factors and aim for the perfection of the research. According to Salim and Syahrums (2012:124), in qualitative research, Researchers are the main subject tools, but in this activity, the research is supported by secondary tools, they To be: as images, notes, and documents related to research.

Based on the above explanations, the tools of this study are the researchers is the primary tool because the researchers collected the data, analyzed the data, and then drew a conclusion.

Then the secondary instrument or instrument supported in this study involves laptops and mobile phones. Data collection techniques are how researchers collect data from research. According to Siyoto and Sodik (2015:76), there are four data collection methods collection:

The writer used a descriptive technique to assess the data for the movie Zootopia. Data collection is followed by the extrusion of the analysis. The information was gathered from the Zootopia movie. observing, comprehending, and taking notes on every detail in the Zootopia film. While reading the script, the writer adds subtitles to the movie while they watch it. The purpose of including the subtitle is to make it easier for the writer to follow the dialogue in the movie word for word. When watching a movie, the writer concentrates more and watches it more than twice. After that, the author gathers accolades To evaluate the film. Ultimately, the author concludes the data analysis. When analyzing the film Zootopia, the authoring process examines the information.

