

## CHAPTER III

### RESEARCH METHOD

In this chapter, the researcher explains about research methodology which consists of research design, research object, data collection and data analysis.

#### 3.1 Research Design

The researcher employed a descriptive qualitative method to examine "Me Before You," employing a data analysis approach. The descriptive qualitative method involves systematically describing and interpreting phenomena without manipulating variables. Researchers collect data in the form of words, images, or observations to understand the characteristics and context of the subject under study. This approach aims to provide rich, detailed insights into the topic being investigated, often focusing on capturing the complexity and depth of human experiences or social phenomena.

According to Moleong (2010: 6), the descriptive qualitative research is a study that explains to understand the phenomenon of the subject of research, behaviour, perception, motivation, action, etc., holistically, and the way of describing the result in the form of words and sentences.

Based on the explanation and Moleong's definition, the descriptive qualitative method employed in analyzing "Me Before You" aims to comprehensively understand the various aspects of the subject under study, such as behaviors, perceptions, motivations, and actions. Researchers systematically describe and interpret these phenomena without manipulating variables, utilizing data collected in the form of words, images, or observations. The results are articulated through descriptive

narratives, providing rich insights into the complexity and depth of human experiences or social phenomena depicted in the text.

### **3.2 Research Object**

In this study, researchers used "Me Before You" movie object, an important part as it explores the relationship between the main characters, Louisa Clark and her employer, Will Traynor. This chapter marks a significant point in the story by delving into themes such as resilience, compassion, and Will's decision to end his life. The aim of this research is to provide a deeper understanding of this chapter within the context of the film, while also considering audience and critic responses.

### **3.3 Data Collection**

Data collection comprises the instrument and procedures employed in the research.

#### **3.3.1 Technique and Instrument**

Analyzing the moral values in "Me Before You" needs different methods to understand its ethics. One common method is looking at the story, characters, and themes to find moral questions and answers. We can use codes to organize moral ideas like freedom, kindness, and the right to choose death. Tools like character grids help us understand why characters act the way they do and how they change morally. Also, talking to people, watching, and reading about the movie helps us see what people think about its morals and what they mean for society. By using these methods together, we can deeply understand the movie's morals and talk about them more broadly.

### **3.3.2 Procedure**

Data collection techniques enable us to systematically gather information about the subjects under study, whether they be individuals, objects, or phenomena, as well as the contexts in which they are situated. It's imperative to approach data collection in a methodical manner. Quantitative data collection methods employ random sampling and structured instruments to categorize diverse experiences into predetermined response categories. These methods yield results that are easily summarized, compared, and generalized.

In analyzing the movie "Me Before You," the researcher employs descriptive techniques. The analysis is conducted subsequent to the data collection process, which involves extracting data from the movie itself. The researcher watches "Me Before You" with subtitles and reads the script simultaneously to ensure a thorough understanding of the dialogues without missing any nuances. Attention is paid to the movie through multiple viewings, and references are gathered for further analysis. Finally, conclusions are drawn based on the analyzed data.

### **3.4 Data Analysis**

Data analysis is the process of examining, cleaning, transforming, and interpreting data to discover useful information, draw conclusions, and support decision-making. It involves various techniques and methodologies to make sense of large datasets, identify patterns, trends, correlations, and outliers. Data analysis plays a crucial role in numerous fields such as business, science, healthcare, finance, marketing, and many others, helping organizations derive insights and make informed decisions based on evidence and statistics.

Additionally, the researcher meticulously examines the "Me Before You" movie through careful viewing and studying of its script. They then proceed to identify the moral principles depicted in the movie, supporting their observations with specific sentences and scenes. Utilizing a combination of watching, reading, browsing, and gathering resources from libraries and websites, the researcher initiates the data analysis process by selecting the movie, thoroughly comprehending its script, and discerning the moral values conveyed. Subsequently, they compile relevant references for analysis, transcribing all pertinent information related to the topic under discussion.

