

CHAPTER III

Research Methodology

3.1 Research Design

This chapter presented to give the explanations about what the writer will do in this research. It is free to choose forming and planning a research. The design of this research is library research by applying content analysis. Content analysis is the process of summarizing and reporting written data in the form of the main content of data and their message (Cohen, L. 2007:475).

In this study the writer use qualitative data analysis method, qualitative content analysis can identify the visible message and not visible from the document being researched from the part of the existing part in the movie, capture the picture in movie that represents an event in a related scene which has a moral message and take some dialog conversation or narration by the character who represented the moral message. The qualitative research that describes, notes, analyzing and interpreting meanings, that are contained in the film related to the meaning of the moral message contained in the movie. Alwasilah (2002:8) said the result/goal of qualitative research is not to find generalization, but instead looking for a comprehending of the meaning of the problem by collecting and doing the data analysis.

3.2 Subject of the Research

In qualitative study, the participant selection aims to locate information rich individuals or cases (Johnson and Christensen, 2008). So, the subject of the study in this research is the moral message in “The Shawshank Redemption” movie.

3.3 Procedures of Data Collection

For collecting data in this research is obtained by two techniques that is observation by watching, observing, analyzing, recording the scenes in “The Shawshank Redemption” movie and literature study (Library Research) by the collecting various materials related to the title of this study from various sources in the form of books, documents, letters news, scientific journals, magazines and internet sites. In addition, the writer will also read the transcript for “The Shawshank Redemption”.

3.4 Technique of Analyzing Data

The analysis in this qualitative research is an effort done by working with data, organizing data, sorting it into manageable units, through four stages by determining object, classifying, giving description, and analyzing it to find what is important and what learn and decide what can be told to others. Qualitative data can be words, sentences, or narratives. Stages of data analysis is an important role in qualitative research, namely as a major factor of quality assessment of a research. That is, the ability of researchers to give meaning to the data is the key whether the data obtained meet the element of reliability and validity or not.

The writer used structural approach in analyzing existing data with a view to giving a clear picture of the moral message in "The Shawshank Redemption" movie. Based on the description, then in detail the technical analysis used by researchers, following:

1. First researcher watching “ the shawshank redemption” movie till the end.
2. Observe the movie, event that happen in the scene.
3. Indexing. In minutes and whatever scenes describe the moral message in Andy's character.
4. Classify the data.
5. Interpretation the data that has been classification and make it a narrative.
6. Conclusions, assessments of the found data were discussed and analyzed during the study.