

Chapter III

Research Methodology

3.1 Research Method

This study used qualitative research method, that is study with interpretive paradigm to understand social phenomenon which focus on social action reason. Therefore, this study is also called a subjective research, the aim is to explore object of research. So that later will get the message and intent on each part of the object under study.

This study focus to semiotic study. semiotic as a science that examines the signs that exist in an object within a community group. In this study Pierce semiotics is used because it is considered as a method appropriate to dissect the signs contained in the texts in the movie. Semiotics can be used to analyze a large number of sign systems. There is no reason for semiotics to be impractical on any form of media or cultural form. Semiotics is the best approach especially to examine visual media (Stokes, 2006: 76).

This study will be conducted on a media which is Tinker Bell movie. The study will be focused on media texts contained in movies such as pictures containing various characters, background stories and others.

3.2 Population and Sample

The object of study is Cartoon Movie. The title is Tinker Bell produced by Disney end of 2008. Signs and visual images have meaning and thus must be interpreted appropriately to see the concrete form of meaning that had been previously thought (Hall, 1997: 9).

But it takes a mature concept and shared linguistic system to be able to translate with certainty the message in the same way. The Tinker Bell movie itself is an audiovisual medium that contains words, pictures and sounds where words can be as different from the real intent (Hall, 1997: 20).

Besides Tinker Bell is a cartoon that contains many illustrations in the form of pictures of characters, background stories, colors and other texts that are also signs that must be translated. The interpretation of the marks contained in the text will lead to research into the relationships contained within the Tinker Bell movie text.

3.3 Technique of collecting Data

Primary data in this study is Tinker Bell cartoon movie in 2008. Every scene is contains images of characters, background stories, colors and other marks containing ideological elements of racism will be used as the main data in research. While secondary data is source of research data that obtained by writer indirectly or through intermediate media, as obtained from a books, a papers and so many sources from internet who relates to this study. The study will be carried out on a media movie. Study will focus on the parts of the media contained such as images that contain various types of characters, background stories and others.

Semiotics can be used to analyze. There is no reason for semiotics not to be applied to any form of media or cultural form. Semiotics is the most appropriate approach for studying visual media (Stokes, 2006: 76). This study is adapted to historical research, namely research based on historical aspects and texts that can see further the strong relationships in

the media concerned (Stokes, 2006: 123). Media text will be analyzed with Pierce's semiotics, which is generally used to analyze symbols and signs on the movie.

For technique of data collection the writer search Tinker Bell movie that published in 2008. Than writer watching more times to explore the contents of the movie. The writer divide several scenes to focus the analysis, selecting the colors, looking at the background and search background with the real world. After that writer search the sign in the movie, the writer search some events that occurred during the time of creation and launch. The characters in the movie are also the focus of analysis by the writer. Thus, the writer examine the characters and movements performed in each scenes. Finally, writer get moving data for analysis and to relate to the method that the writer chose.