**Chapter III**

**Research Method**

The explanation about what writer will do in this research. Free to choose forming and planning the reseach. This chapter presents four subtitles that consist of research design, research object, procedures of collecting data, and technique of analyzing data.

**3.1 Research Design**

The researcher is interested to discuss about this movie because the researcher is amazed by as the main character in reaching his dream. Therefore, the researcher wants to analyze the moral message from the movie and submits the tittle to English Department as the proposal for the research in the future. Then, after it is accepted in proposal examination, the researcher watches the movie several time. The researcher analyzes moral message that found from the movie. After that, the researcher gives the report to finish the thesis.

In this research, the researcher use qualitative analysis method. The purpose of the research is to discover the answer through the application of a system of procedures. According to Sugiyono (2013:2) research method is basically a scientific way to obtain data for the purpose and usefulness. From this explanation, it means that this phase’s purposes are to gain knowledge with such categories in the traditional ways of thinking rational, empirical and systematic that make the researcher and the reader understand the problem and the answer as well.

This 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 moral message and take some dialog conversation or narration by the charachter who represented the moral message. The qualitative research that describes, notes, analyzing and interpreting meanings the moral messages that are found in the movie.

According to Alwasilah (2002:8) the 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.

There is an example of the table that will become a research data :

|  |  |  |
| --- | --- | --- |
| No. | Character | Dialogue |
| 1. | In this column it will be filled with names of all the characters in the Coco movie. | In this column will be filled with dialogue from the characters in the Coco movie. |

**3.2 Research Object**

The design of this research uses content analysis and internet sources. Content analysis is a research method used to find out the conclusions of a text. Or in other words, content analysis is a research method that wants to reveal the researcher's ideas that are manifested. The objects of this research are movie and movie script.

**3.3 Procedures of Collecting the Data**

In collecting the data, the researcher watches the movie, then analyze the recording of the scenes in coco movie. Selecting the moral message that found in the movie. Besides watching the movie, the researcher reads the script of the movie as well to have accurate results and input the data to the instruments research.

**3.4 Technique of Analyzing Data**

The analysis data is done after collecting the data , organizing the data, sorting it into manageable units, through four stages by determining the subject, classifying, giving a description, and analyzing it to find what is important and what can be learned and decided and can be told to others. The researcher searches every narration, dialogue related with the movie and collection of data analysis based on the moral message theory in chapter two. Stages of data analysis is an important role in qualitative research, namely as a major factor of quality assessment of research. That is, the ability of researchers to give meaning to the data is the key to whether the data obtained meet the element of reliability and validity or not.

The procedures of analyzing the data are as follows:

1. The researcher watches the “Coco” movie.
2. Reading and learning all sentences from the movie script.
3. Classify the data.
4. Describing the data.
5. Making conclusion based on data analysis.

Fox Example :

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No | Character | Dialogue | Moral Message | Types of Moral Message |
| 1. | Miguel | “Then she taught her daughter to make shoes. And later, she taught her son-in-law. Then her grandkids got roped in. As her family grew, so did the business. “ | Coco's mother taught Coco from child to adult enough to make shoes that meant everything should have been taught from childhood. | Moral Family |