

CHAPTER III

RESEARCH METHOD

In this chapter, the writer lays out the methodology that will be used in the process of this research. Research components include research design, methods, source of data, data collection technique, and data analysis technique.

3.1 Research Design

A research method is used by researcher to achieve a goal in carry out the research. According to Sekaran (2017:109) research design is a plan for data collection, measurement, and analysis, based on the research questions of the study. There are several stages that necessary to know in conducting research. Therefore, the writer must follow and arranging the stages of research to make the process of conducting the research more planned and systematic. Some of the stages that the writer has done in the study are as follows:

- a. Determining the interesting, useful, and relevant theme. In this stage, the writer has determined the research theme, namely the characterization of the main character in Barbie a Fashion Fairytale.

- b. Formulate a problem that will be an important issue in limiting the research carried out. In this research, the writer sets the focus of the problem, namely describe the characterization of the main character in Barbie a Fashion Fairytale.
- c. Formulating research objectives, determining data collection methods, determining data sources, and the most important things is determining research methods. In this research, the writer used qualitative methods.
- d. After determining the research method, the writer collects data relevant to the analysis to be carried out and the writer begins the research. As a final result, the writer provides material and reports the research results systematically in this final paper.

3.2 Research Method

In this research, the writer using qualitative method for the methodology. According to Cresswell (1994) "A qualitative study is defined as an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting."

Koentjaraningrat (1993: 89) said that qualitative research is a research design that has three formats. The three formats include descriptive research, verification and grounded research formats.

Qualitative research is one of the more suitable types of research for unpatterns research.

In contrast to the opinion of Moleong (2007: 6) which defined qualitative research as research that aims to understand the phenomena experienced by research subjects. It is more suitable and suitable to be used for researching matters relating to research on the behaviour, attitudes, motivations, perceptions and actions of the subject. In other words, this type of research cannot use quantitative methods.

3.3 Source of Data

The unit of analysis is the parts of the media product that will be analyzed. The writer will use a media product in the form of animation movie, entitled Barbie a Fashion Fairytale. In this movie, the parts analyzed are scenes that shows the characterization of the main character, namely Barbie and its dialogue. In this research, the writer used two types of data to support the research, namely primary and secondary data.

a) Primary data

Primary data is the main data that is the Barbie a Fashion Fairytale which first aired on 2010. What will be examined is about the main character and its characterization and also the moral message in the movie Barbie a Fashion Fairytale by Elise Allen.

b) Secondary data

Secondary data is relevant supporting data that can be used as a reference in this study. Secondary data can be obtained from literatures that supported primary data such as dictionaries, news, articles, journals, internet, previous research related to the writer's research. Secondary data in form of data that complements the research needs.

3.4 Technique of Data Collection

Data collection is an activity that determines the success of a study. Because the validity of the value of a study is largely determined by the data. The writer will use data collection techniques using documentation and observations. There are the steps that the writer takes in the research:

A. Documentation

When conducting research, it is essential to document all the necessary information, including searching for files related to the Barbie a Fashion Fairytale film, capturing relevant elements in the scene, and finding information related to research problems from various sources such as books, forums, and the internet.

B. Observation

Observing the object of study is a widely used data collection technique in science and other fields. For this research, the researchers thoroughly observed the film *Barbie a Fashion Fairytale*, using paid online streaming services.

3.5 Technique of data Analysis

The data will be taken from the conversations of the characters in the film, by first determining who the main character is, then according to the character theory of Edgar V. Roberts (1983) to analyze the characterization of the main character. This theory argues that characters in literature are oral representations of humans widely, especially in determining themselves through thoughts, speech, and behaviour. This theory clearly states that dialogue, action, and commentary are verbal representations of humans or have the most important dominance in literary works to create some interactions of characters around them. According to this theory, there are four ways to analyze character, namely:

1. What the character says about himself.
2. What did the character do?
3. What do other characters say about the character being analyzed.
4. What the writer says about the character.

Based on the theory, the writer will analyze scenes to identify the main character's characterization. This will involve examining the script and photographing the scene that captures the characterization. The findings will then be summarized in a descriptive paragraph, including the time of the scene.

In this work, the writer utilizes Wellek and Warren's theory (1976) to examine the evolution of the characters' actions and attitudes. The theory posits that static characterization only leads to significant changes, while developing characterization results in permanent changes. The writer will employ a descriptive analysis approach to apply this theory to the main character in the movie "Barbie: A Fashion Fairytale."