Chapter III
Research Methodology

The primary topic of this chapter is the research method used in this research. The methodology in this study is classified into four categories, namely research design, research methods, data collection procedures, and data analysis techniques.

3.1   Research Design

The researcher will describe the process that will be used as well as some of the steps that will be taken to collect data for this analysis. The three steps that the researcher will use to undertake this study are reporting, analysis, and planning.

1. Planning, in advance of starting the investigation, the researcher needs to create a study plan that includes choosing the research topic, putting up a proposal for the study, and presenting the findings. This process involves looking up a literature review to gather a number of references.

2. Analyzing, After the study plan is developed, the researcher will carry it out by gathering study data, evaluating and interpreting the data, and drawing conclusions.

3. Reporting, Following the study analysis, the researcher will gather the study's findings and combine them into a report using the data analysis that has been discovered.

3.2   Research Method

Research method is a way of doing something by using careful thought to achieve a goal (Priyono, 2016). A research method is required by the researcher to determine the purpose of the research itself. Using the research method, the researcher will improve the accuracy and potency of the research results. Quantitative and qualitative are two research methods where both have differences in objectives, data collection methods, analysis, and results.

The research method that will be used in this research is descriptive qualitative method. Qualitative data is usually presented in the form of text, narrative, or more descriptive analysis. Qualitative data analysis is conducted inductively, focusing on interpretation and analysis of text and narrative. Data is categorized and interpreted to produce deeper meaning. The qualitative method is a research method whose form is based on the post-processing philosophy and is used to study the state of natural objects (not experiments) with the researcher as the main tool, the data acquisition technique is carried out by triangulation techniques (combined) qualitative analysis data, and qualitative research explains more about signs than generalizes (Sugiyono in Yasir et al, 2022).

The subject of this research is the Netflix original miniseries entitled "The Queen's Gambit". The research conducted by researchers is interpretative type of research. The approach used to represent sexism uses a qualitative approach that is descriptive interpretive. Interpretive research is a qualitative research approach that is based on the beliefs, norms, and

cultural values of the society in which the research takes place. Because interpretive research views social reality as something that is highly unlikely to be abstracted from its social setting, they "interpret" it through a process of "meaning making" rather than a process of hypothesis testing. The interpretive methodology requires that social phenomena be understood "through the eyes of participants rather than researchers" (Cohen et al in Omika, 2021)

Descriptive interpretive means describing the research problem from the analysis of the researcher's understanding based on information obtained from research data sources. So interpretative descriptive research is a type of research that describes views based on the results of data obtained from the object of research. Interpretive research on The Queen's Gambit series to explain the object under study based on the knowledge of the researcher. The researcher used the sensitivity of the senses of hearing, sight, and intuition to read and interpret the series. The series is data related to images, sounds, dialog, settings, and others which are then associated with supporting theories.

3.3 Procedures of Data Collections

Data collection is the process of collecting information that the researcher needs to complete the study's finding. In this study, the writer used data collection techniques that are consistent with the study's methodology. The writer uses several data collection techniques, including:

3.3.1 Observation

In this study, the writer make observations by observing the miniseries The Queen's Gambit miniseries. The observations made were non-participants. Because the writer did not participate directly in the film-making process. The writer made observations by watching the miniseries and observing the scenes, dialogues and setting related to this study.

3.3.2 Documentation

The documentation technique uses in this research is conducted by obtaining sources such as photos, or data related to the representation of sexism.

3.4 The Techniques of Analyzing the Data

The data analysis method in this research uses semiotic analysis, which is in accordance with the theories use in this research. The type of analysis used is the theory proposed by Charles Sanders Pierce. In analyzing the representation of sexism in the Netflix series The Queen's Gambit, the researcher used three stages of analysis, namely:

1. Search for icons, indexes, and symbols related to the female protagonist in the film footage of Netflix series The Queen's Gambit;

2. Interpretation of objects that contain representations of women in the world of chess in the Netflix series The Queen's Gambit;

3. Searching for secondary data in the form of research results and articles related to this research and the narration of the interpretation results.