

Chapter III

Research Methodology

3.1. Research Method

Research Methodology is a method used by researchers to find out the truth about something they are researching. The aim of research design is to provide answers to research questions in a valid, objective, accurate and economical manner. According to Sugiyono (2017:3) Research methods are basically a scientific way to obtain data with specific purposes and uses. Based on this, there are four key words that need to be considered, namely scientific methods, data, objectives and uses.

Beside that, According to Darmadi (2013: 153), the research method is a scientific way to obtain data for specific purposes. The scientific method means that the research activities are based on scientific characteristics, namely rational, empirical, and systematic In research methodology there are several steps that must be carried out by researchers, including:

- A. Firstly, it is important to choose an attractive, helpful, and relevant theme for your research. In this case, the theme chosen is the characterization of the main character in the movie "Where the Crawdads Sing"
- B. Next, it is crucial to formulate a problem that will be the focus of your research. For this study, the problem to be addressed is

describing the characterization of the main character in the movie
"Where the Crawdads Sing"

- C. To conduct the research, it is important to formulate clear research objectives, determine the appropriate data collection methods, identify the sources of data, and choose a suitable research method. This particular study used qualitative methods.
- D. Once the research method has been chosen, the writer can collect the necessary data for analysis and begin the research process. The final report should provide a systematic presentation of the research materials and results.

A method is important in a study to obtain data which is then processed and analyzed scientifically. In order to find out the characteristics of the main character according to Abraham Maslow's humanistic theory in the literature, the writer will use qualitative research methods for this research. According to Moleong (2017: 6) qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, actions and others holistically and by means of descriptions in the form of words and language, in a special natural context by utilizing various natural methods.

The writer also analyzes the data obtained from the movie script using descriptive analysis. Descriptive analysis method is research that tries to describe a symptom, event, event that is happening now. Through descriptive research, researchers try to describe events and

events that are the center of attention without giving special treatment to these events (Noor, 2011: 34-35).

According to Nazir (1988) descriptive method is to describe situations or events, pictures, paintings, systematically, factually, accurately regarding facts, characteristics and the relationship between phenomena and phenomena. Then what is encountered in the previous method will be described systematically. The results of this description are expected to become a research report, which is presented through chapter by chapter to the conclusion, which contains findings and suggestions (Tantawi, 2014:111).

Data is information that is recognized as true and will be the basis for analysis in research (Nurastuti, 2007:126). So that in determining the data in a study, the truth of the data must be recognized. The data in this study are texts that contain elements of the main character's personality. The text is found in movie script "Where the Crawdads sing" which contains elements of the main character's personality how many actions the character takes.

In the characterization of this movie, the reader can trace it through the author's speech on the characteristics of the perpetrator, the description given by the author through the description of her/his life environment and the way he/she dresses, showing how he/she behaves. Also see how the character talks about his/herself, understand how her mind works, see how other characters talk about him/her (Aminuddin, 2013: 80). Data according to Mujahir (in Siswantoro, 2005:63) is

defined as a tool to clarify thoughts, basically a source of information obtained and collected through conscience and dialogue in ls or short stories by referring to concepts as categories. The data source is where the data was obtained. In this study, the data source used was the movie & movie script “Where the Crawdads Sing”. This movie published in 2022 and produced by Reese witherspoon and Lauren neustadter.

a) Source of Data

There are two types of data that the writer uses in conducting this research, it is primary data and secondary data. The data is directly related to the discussion of the thesis observed. The writer took data from the Owens’s movie "Where the Crawdads Sing" (2001) as primary data.

1) Primary Data

The primary data in this research:

Title : Where the Crawdads Sing

Author : Delia owens

Producer : Reese witherspoon and Lauren neustadter

Duration : 02.05.00

Year : 2022

2) Secondary Data

Secondary data is data that completes the needs of a research. In other words, secondary data is relevant supporting data that can be used as a reference in this study. Secondary data refers to data that is collected by someone other than the primary user. Usually it is data that is already contained in articles, publications, reports and other documents. The researcher uses secondary data from the literature study related to the personality of the main character and the factors that influence it.

b) Techniques of Data Collection

Data collection is a process of collecting, measuring, and analyzing data to get as much information as possible before conducting further research. The author has several techniques used to collect and explore data in this research. The data collection technique carried out by the researchers started from watching the movie “Where the Crawdads Sing” by Delia Owens which aims to understand Kya's character as a whole carefully and thoroughly. Researchers also read references from data and books related to the object under study. After that, mark things related to identifying the main character's needs based on Abraham Maslow's hierarchy of needs. Then analyze the personality of the main character based on data obtained using Abraham Maslow's humanistic theory. Then conclude the results based on overall data analysis.

c) **Techniques of Data Analysis**

After collecting the data, the writer will analyze the data. Data analysis was needed to answer the research questions. In this research there are several stages that the writer must do. First, the writer will watch the movie "Where the Crawdads Sing" by Delia Owens. The writer will analyze the personality of the main character through the story line and also the events that experienced by the main character.

Second, the writer will ensure that the movie contains results that are related to the theory that used in this research. The writer uses Maslow's Hierarchy of Needs and will discuss stage by stage because this theory has 5 levels of human needs. The 5 stages of human needs are Physiological Needs, Safety needs, Love and belonging, Esteem Needs, and Self-Actualization Needs. The writer will analyze the personality of the main character and describe it with evidence.

Third, the writer will investigate how the factors that influence the fulfillment of the main character's personality based on the storyline using Maslow's Hierarchy of Needs theory. In this research, the writer will also search the supporting characters who influence the main character's personality. All data that answers the research problem will be attached with form as a movie script or movie scene. When conclusions have been obtained, the results will be presented in the writer's final paper.

