CHAPTER 3

METHOD OF THE STUDY

In this chapter, the researcher attempts to describe about the research of the study to analyze the issue. This chapter is divided into several sub-chapters before the writer does the analysis. The sub-chapters are research approach, data sources, scope and limitation. Moreover, the writer also describes about technique of data collection and technique of data analysis in order to analyze the issue through the film by looking at its narrative and non-narrative aspects.

3.1 Research Approach

In this sub-chapter, the researcher attempts to determine about the object of the research and the goal of the research. The researcher uses qualitative research as the approach in which the result of the research will be stated in narrative reports with contextual description. As explained by Boeije, he says that:

> "qualitative research generally starts with the assumptions that individuals have an active role in the construction of social reality and the research methods that can capture this process of social construction are required. The ontological stance of constructivism asserts that social entities are not pre-given but that human beings attach meaning to their social reality and as a result human action should be considered meaningful. Some researchers study on how people construct reality with the use of language, such as specific arguments, rhetoric devices and words, and others study how people construct reality while interpreting the acts of others and the

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world around them and grafting their own behavior on these interpretations" (6)

Film or movie, as the same with literary works, is unable to be separated with subjectivism in which it produces by humans that their life or point of view is influenced by social construction. People whose job is to produce a film bring their idea to lead the theme, plot, story, characters and other supported elements of a film. Because the rundown of a film is created by an idea of people, the film tends to have its each representation in which the film director attempts to deliver. The representation of a message within a film is able to be seen through its dialogue, characters' interaction, characters' costume in which the things are deliberately managed by the film director according to his idea. Thus, the researcher attempts to find out the social construction occurred in a film by paying attention to the elements of a film and using a certain theory to slice the social construction.

In analyzing the object, the writer uses two techniques that are technique of data collection and data analysis to support the writer. Those techniques aim to discover and dig deeper about understanding of the issue that is raised by the researcher. In the technique of data collection, the researcher describes about some specific collected data that has relationship with the issue. In the technique of data analysis, the researcher attempts to make a rundown to do the analysis in which it is divided into narrative and non-narrative aspects.

3.2 Data Sources

Data source used in this study is the *Hansel and Gretel Witch Hunter* film. From the *Hansel and Gretel Witch Hunter* film the researcher conducts research based on some scenes and figures in the film. However, not all the scenes and figures will be used in this study, but only the scenes and figures relating to the representation of female characters in this film are used as a reference. In addition to the scenes in the film, the researcher concerns to the dialogue or their interactions with others. The researchers also uses other sources as reference in this study, such as: articles, books, and journals relevant with this study. It is done so that the research's results of the analysis are robust and accompanied by a supporting theory.

3.3 Scope and Limitation

The scope and limitation of a research is a necessary to make the analysis staying to focus on its issue and to keep the analysis on its track. The limitation of the study is very helpful for the research to focus on the selected issue and to make the discussion not too broad in others. In doing this study, the writer focus on the main character namely Gretel in a film entitled *Hansel and Gretel Witch Hunters* especially for the representation of girl power through Gretel. As the main character, Gretel is presented as a both brave and weak woman that the writer focusses on its main character appearance and behavior including her interaction with other characters. Based on the character and the issues of feminism which emerge in the film, the writer uses Girl Power as a part of Third

Wave Feminism as the main theory to guide this analysis. Gretel is the main focus of this research in order to find out the existing of feminism in the film.

3.4 Technique of Data Collection

Since the object of the study is a film, there are several steps to collect relevant data that is useful to do the analysis. The technique of data collection is this research uses literature review, technical observation and technical note. According to Subroto, literature review are to the resources written to obtain data (42). While observation techniques is research conducted by seeing and reading critically of literary fairy tale. In this research the observation techniques is conducted to determine Gretel as actrist representations regarding the implementation of girl power (Prasetyo). The steps taken by researcher in collecting the data are as follows:

1. The writer will choose and capture several figures which relate to the issues of feminism by focussing on the Gretel character and also her interaction with others.

2. Moreover, the writer also collects the data from transcribing the dialogue which represents the issues of feminism, especially girl power.

3. By collecting data from several steps above, the writer will divide it into narrative and non-narrative aspects in the stage of analysis

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3.5 Technique of Data Analysis

Generally, a film contains two basic elements that are the picture itself or non-narrative and the story or narrative. In the story element, it is divided into two parts that are plot and the story. In the picture element, it is categorized as a non-narrative aspect of a film which can be seen directly through the film itself (Ida 90-91). Since the object of the research is a film, the researcher attempts to focus on those two elements that are going to be explained further.

In analyzing the issue through the narrative element, the writer pays attention toward the story and the plot told in the film in which the film has told a famous fairytale in different way. Because of the famous fairytale is told differently, the writer attempts to discover a hidden message within the film that represents Gretel in different interesting way. Moreover, because the film also consists of non-narrative aspect, the writer attempts to watch carefully toward the pictures shown. It relates with Gretel including how the film represents Gretel's appearance and behavior. Moreover, the researcher has also to look at camera angle, color composition and camera movement in order to strengthen the analysis. By concerning toward these two aspects, the writer reveal the analysis about the representation of girl power in Gretel in *Hansel and Gretel Witch Hunter*.

3.5.1 Narrative and Non-narrative

Rachmah Ida explains that in narrative analysis, it is divided into two main elements that are the story which tells about the chronological order of all events

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presented in the text and the plot which which defines as everything that the text explicitly presents (what happens physically) (92). By doing the analysis through the narrative aspect of the film, the researcher will be able to reveal and get deeper understanding about its story and its plot. Moreover, according to Bressler, there are several questions for the researcher to analyze a text that attaches feminism issues inside it:

☐ What types of roles do women have in the text?

☐ Do any stereotypical characterizations of women appear?

☐ What are the attitudes toward women (held by the male appear)?

☐ What is the author's attitude toward women in society? (Bressler 184)

By paying attention to those served questions, the writer will use these following steps to analyze the feminism issues within *Hansel and Gretel Witch Hunter* film :

1. Find out the background of a film director and the film itself.

In a literary work such as a novel, the one who is responsible for the content of the text is called as the author. While in a film, the one who is responsible with the content of the film including the story and the picture is called as a film director. The film director has a power to control people who involve in the film production to make them do anything based on the director's direction. In the matter of production, the director not only needs to be supported by some actors and actresses but also she or he needs to ask for some advises from Director of

Photography to instruct the major technical people, administrates the flow of people, consults on budgets, and deals with outside pressures. The film director has a big role in the process of producing a film. Since the director is also the one who is responsible during on the set, he or she has a big influence to control everything in the film. Hence, the writer needs to watch at the director's background of the film that is going to be analyzed.

2. Analyzing the representation of Gretel in *Hansel and Gretel* film.

After finding the director's background of the film, the writer gives attention toward the portrayal of Gretel as the main character in *Hansel and Gretel Witch Hunter* film. After the writer concerns with the narrative aspects of the film as described above, then the writer concerns with the non-narrative aspects. In the non-narrative analysis, the writer has to look at the *grammar of the film* which consists of Camera movements, Angle, Costume, Setting, Color Compositions, and also Sounds (Ida 97). Those aspects of non-narrative as an element of a film, they are very helpful for the writer to see the representation of the film such as the costumes of the actors or actress and the camera movements in a scene. Moreover, it is able to support the narrative analysis in order to make a strong analysis about the girl power issue on *Hansel and Gretel Witch Hunter* film.