CHAPTER III

METHOD OF THE STUDY

3.1. Research Approach

There are three main types of research approaches to conduct analysis according to John W. Creswell, namely qualitative research, quantitative research and mixed research (26). The application of each approach depends on the question and its goal. Throughout this research the object that is used is a text which is a film called *The Taqwacores.* According to McKee (quoted in Ida 2011), text is anything written, pictures, videos, photos, graphic design, song lyrics, etc. that produce meaning. This research conducts qualitative approach in which according to Creswell, qualitative approach is a means for exploring and understanding the meaning individuals or groups based on social or human problem. "The process of research involves emerging questions and procedures, collecting data, setting analyzing the data, building from particular to general themes and the last will be making the interpretations of the meaning of the data" (Creswell 258).

3.2. Data Sources

There are two types of sources applied in this study namely primary source and secondary data. The primary data is *The Taqwacores* film by Eyad Zahra. Certain scenes depicting any information on Muslim characters will be selected. The writer decided to choose *The Taqwacores* because the film represents about Muslim in America. *The Taqwacores* has received some nomination and won 6

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awards in three major achievement awards. In *Ourense Independent Film Festival 2010, The Taqwacores* won an award as best actor for Dominic Rains as the main character. It also won an award in *San Francisco International Asian American Film Festival 2011* for special jury award in narrative. In *VC Film Fest-Los Angeles Asian Pacific Film Festival 2010, The Taqwacores* won four awards: Audience award for the narrative feature, grand jury prize for best narrative feature, and special jury prizes for best director and best ensemble acting.

The primary data is analyzed using Stuart Hall's concept of *stereotype*. The theory is utilized as the primary tool for the analysis. Alongside the primary source, secondary data is also required to dig deeper information regarding the research topic. These data is obtained through online research about books, journals, articles thesis, and other sources related to the topic of Muslim and stereotype. These sources are conducted to find information related to the topic.

3.3. Scope and Limitation

This research focuses on the analysis of Muslim characters in the film. A conduct on the representations of muslim character in the film and a challenge on the stereotyping will be attempted. All the characters including major minor will be analyzed in the film. The writer will find the portrayal of Muslim character in the film as the first step before analyzing of how stereotypes will be challenged. In order to find the portrayal of Muslim, the writer will observe the non-narrative aspect such as shot, angle, and lighting. Beside Muslim character, the film contains the non-Muslim character. The non Muslims characters will also be analyzed to see their role to reinforce the stereotypes of Muslim. This research

will only focus on Stuart Hall's theory of representation, stereotyping and the strategies of contesting the stereotype.

3.4. Technique of Data Collection

The primary source of this research is a film. The writer conducted the data collecting technique by capturing the scenes and transcribing the dialogues that carry any information about Muslim characters. The writer will sort the scenes by collecting them and support by transcribing the dialogues in the film that provides any information related to the issue. The sorted scenes represent narrative and non-narrative aspects of Muslim in the character. The secondary sources are also selected such as books, journals and article thesis to reinforce the understanding of the stereotypes of Muslim in the character. Once the data collection has been performed, the writer enters the next step which is the technique of data analysis.

3.5. Technique of Data Analysis

The data analysis is a process of data analysis involving making sense out of text and image data. In a qualitative data analysis, it is a process of conducting study concurrent with gathering data, making interpretation, and writing reports (Creswell 212). This is a process that involves preparing any data source, conducting the analysis, interpreting meaning and understanding the meaning deeper beyond the text.

As stated previously, the data collected is divided into several sub-analysis and contain certain interpretation. For qualitative data analysis, the data will be organized categorically and chronologically, reviewed repeatedly and continually

coded (Creswell 224). The writer will analyze the data by conducting narrative and non-narrative analysis due to the object of this study which is film. Both practices are conducted together in the analysis chapter. As the first step the writer will perform the narrative analysis which involves the dialogues that will be conducted using the theory. Asides of using the theory of stereotype as the main approach of this research, the writer will also correlate the analysis with the social life of Muslim in United States to give the pictures of Muslim in the film. Furthermore, the analysis will be classified into two sub-analysis, the representation of Muslim and challenging the stereotypes of Muslim by using the collected data which carry any information of Muslim characters in the film. In doing the representation of Muslim, the writer will find the representation based on the theory of representation which is constructionist. After find the representation, the writer will focus on the stereotyping of Muslim in the film by applying the theory of stereotyping by Stuart Hall which is the construction of otherness and stereotyping and power. The next step that will do by the writer is to challenge the stereotype of Muslim through Hall's concept in contesting the stereotype. The concepts that are used are reversing the stereotype and providing the positive image of Muslim in *The Taqwacores* film.

3.5.1. Narrative Analysis

Narrative analysis will be performed by two main aspects in the film on both story and also the storyline. It is a process of how analyzing the film through combining the story and the storyline (Ida 92). This process is conducted to give an understanding of how the story and the storyline are structured. During this

process, the narrative units have been chosen to conduct the analysis to find any evidence provides. Those narrative units are the storyline or the plot itself and the characters. The characters become the important unit to be analyzed as the stereotype is displayed by them.

The plot or the storyline also important for the analysis because it is shows the stereotypes of Muslim in the film. The character will be analyzed through the storyline of the film. After finishing with the character and the storyline, the plot is deemed important for the writer to continue the analysis as it shows the stereotype and this becomes the base of character analysis. This step will provide the writer results of the stereotypes of Muslim. This step functions as a mean of how then stereotype will be challenged through Stuart Hall's strategies of contesting the stereotypes. As mentioned previously, the writer will perform the narrative analysis by transcribing the dialogue to understand the storyline subsequently determine any evidence provides in the dialogue and make it correlate with the theory applied.

3.5.2. Non-narrative Analysis

The second element that analyzed by the writer is the non-narrative aspect. This non-narrative aspect will help the writer to know more about the hidden meaning in the text. Evidences which are not able to be found in narrative analysis will be taken from this step. While, the non-narrative chosen for this research is shot, camera angle and color. Since the object of this study is a film, camera is an important part as it can create particular shots and angles. According to Giannetti, there are six basic categories of shots as follows; they are extreme

long shot, long shot, full shot, medium shot, close-up shot, and extreme close-up shot (11). In order to support the analysis, the writer has to decide any certain frames to reveal the representation of Muslim because are there certain meaning in every shot category. Angle is another non-narrative aspect also influenced by the camera position. Giannetti also described that angles has five basic categories in cinema; bird's-eye view, high angle, eye-level shot, low angle, and the oblique angle (13). Beside shots and angles, color acts as an aspect that is as important as the latter. The effects of is commonly followed by a use of color enhancing. Each color process tends to specialize in a certain base hue. Color tends to be subconscious elements in film and it is strongly emotional in its appeal and makes certain expressions. Colors have been used since the earliest time by visual artists for symbolic purposes. The Color symbolism is probably culturally acquaired, though the implications are surprisingly similar in differing societies (Giannetti 25). However, these non-narrative aspects will help the writer to conduct the analysis and it will be limited based on the relation of the character with the stereotypes, particularly Muslims.