

CHAPTER III

METHOD OF THE STUDY

3.1. Research Approach

This study of *The Popularity of Commodified Culture Represented by Limbad's Debus toward Grounded Culture Represented by Debus* applied the qualitative method. The approach in this research is qualitative form of textual analysis with *debus* and *Limbad's debus* as the research object. As quoted in Pickering, Davis states that qualitative forms of textual or discourse analysis tends to look at far fewer texts but in more depth (Davis quoted in Pickering 2008, p.57).

Text itself is something that we make meaning from (McKee, p.4). The text contains the meaning inside, whether it is explicitly or implicitly explained. While textual analysis is when we make an educated guess at some of the most likely interpretations that might be made of that text (McKee, p.1). Textual analysis is not only about how to interpret the text but also about how to interpret the text by using a particular and suitable theory to analyze the possible problem occurring in the text. Interpreting text is done in order to try and obtain a sense of the ways in which, in particular cultures at particular times, people make sense of the world around them (McKee, p.1). According to McKee, the beauty of textual analysis is that it can be applied to any texts to answer any question about sense-making (McKee, p.31). By doing textual analysis, it is possible for us to question

a common sense problem in mind and we can also answer it with educated answer based on the theory. Text is not only in form of written text but also in form of films, television programs, magazines, advertisements, clothes, graffiti, and etc (McKee, p.1). What the writer took as text is videos recorded from television program.

In this study, the writer used the recordable text in form of the videotapes of debus and Limbad's debus as the text to be analyzed. Quoted in Pickering, Davis stated that as a research method, textual analysis often assumes rather more than it should about the conditions of cultural production and consumption (Davis quoted in Pickering 2008, p.58). The cultural product, the condition after reproducing culture and how it is consumed become a question then, and those are the possible questions among us, and by doing textual analysis we may get an educated answer from those problems. "More recently, cultural studies as a whole have become increasingly interested in cultural consumers, and it often uses qualitative methods to study processes such as attitude formation or meaning attribution" (Davis quoted in Pickering 2008, p.69). As cultural issue and its meaning appear in this study, it is the appropriate approach to be used.

3.2. Data Sources

In doing the research, the writer needed to collect several data used in this study. Data may be used for the description of contemporary and historical attributes, comparative research, or replication of the original research (Hox and Boeije, p.593). This context, from the data we may find any description of history

of what is important of that matters, we may use it for study comparative, or even for the second research of that matters.

Data itself can be divided into two, qualitative data and quantitative data. Both primary and secondary data can be either qualitative data or quantitative data (Hox and Boeije, p.593). Qualitative data is data involving understandings of the complexity, detail, and context of the research subject, often consisting of texts, such as interview transcripts and field notes, or audiovisual material (Hox and Boeije, p.593). A qualitative data consists of documents, audiocassette or videocassette tapes, or the transcripts of these tapes (Hox and Boeije, p.594). On the other hand, quantitative data is data that can be described numerically in terms of objects, variables, and their values (Hox and Boeije, p.593). Because of the data that is used in this research is in form of videotapes and consists of text, and then it belongs to qualitative data.

In this study, the writer collected primary and secondary data. Primary data is the original data that was collected for the specific problem at hand, using procedures that fit the research problem best (Hox and Boeije, p.593). The primary data in this study were obtained from recorded videos of debus and Limbad's debus from Youtube. The writer then downloaded the videos which show the significant differences between the performances of Limbad in performing debus compared with the performance of debus in general. Three videos of debus which have been downloaded entitled "Atraksi Debus BPPKB Banten", "Debus Banten by Nima", and "Debus STIE Banten Live Perform 1". As comparison, six videos of Limbad's debus entitled "Crushing a Man with Road

Roller”, “Dealing with 5000 Watt--Escaped Being Dragged--Breaking Metal Chain”, “The Master Final Battle - Limbad vs Joe Sandy (17_22)”, “Duel Mahakarya Magician – Limbad”, “Masked Magician vs The Master #10-13”, and “Masked Magician vs The Master #11-13” have been downloaded. The writer chose all those videos because the significance differences of debus can be seen clearly from the videos of debus as and videos of Limbad’ debus.

Secondary data is something written about primary data sources or original materials created by other researchers that is collected for a different purpose and reused for another research question (Hox and Boeije, p.593). It is used to support the analysis. The secondary data in this study were obtained from books, e-books, internet, articles, journals, and also by downloading videos of Limbad entitled “Afika di Bukan Empat Mata #4of7”, “MITO 303 – VO Talent”, “TVC DVD Player MITO – Kabel Ruwet” to strengthen the argument in the analysis.

3.3. Limitation

In order to gain a comprehensive analysis, a scope and limitation was applied. This study drawn on the phenomena of debus and Limbad’s debus. The writer concluded that this study focused only on the differences between Debus and Limbad’s Debus and what causes them. It is because Limbad’s debus was found to be no longer the same with the original debus, starting from its appearance, its props, and also its costume. By limiting this study on that issue, it was expected that this study will result in significant and comprehensive analysis.

3.4. Technique of Data Collections

In order to obtain useful information, collecting the data is very important thing to do. Collecting the data helped the researcher to establish a factual basis for making decisions. In this study, in collecting the data, the writer firstly downloaded the videos of debus and Limbad's debus from Youtube, which was managed to be primary data source. Then, from the video, the writer took several screen captures to some important parts which are needed to support the analysis. The secondary data sources of this study were obtained from books, e-books, internet, articles, and journals as supporting data related to the study.

3.5. Technique of Data Analysis

Technique of data analysis of this study was applied into four steps. First, the videos that had been downloaded were converted into the written text as a form of qualitative data, especially qualitative form of textual analysis. Then, the writer collected and classified the supporting data from books, e-books, internet, articles, and journals related to the topic that analyzed to strengthen the argument. Third, after all data had been collected and classified, it was analyzed with the selected theories which are the theory of Jean Baudrillard's Commodity-Sign Theory and Theoretical Models of Cultural Globalization from Diana Crane. Last, after the discussion, the writer drew the conclusion of this study of *The Popularity of Commodified Culture Represented by Limbad's Debus toward Grounded Culture Represented by Debus*.