

CHAPTER III

METHOD OF THE STUDY

3.1 Research Approach

The writer uses mixed methods design which consists of qualitative and quantitative approach to examine the data in this study. Suggested by Dornyei (2007, p.163), a mixed method study involves the collection or analysis of both quantitative and qualitative data in a single study with some attempts to integrate the two approaches at one or more stages of the research process. Moreover, Creswell (2003, p.20) adds that the data collection also involves gathering both numeric information as well as text information so that the final database represents both qualitative and quantitative result information. The mixed methods design is suitable for this study because the writer will use some numerical data and text information. The numerical data are automatically calculated by a computer-assisted software. The numeric data result gained from software should be selected again because they have not been listed based on their word classes. Therefore, by using the mixed methods design, the writer can correctly determine the content words used by female and male characters in movie subtitle of *Diary of a Wimpy Kid* (2010) and *Ramona and Beezus* (2010) to make interpretation from the numeric data.

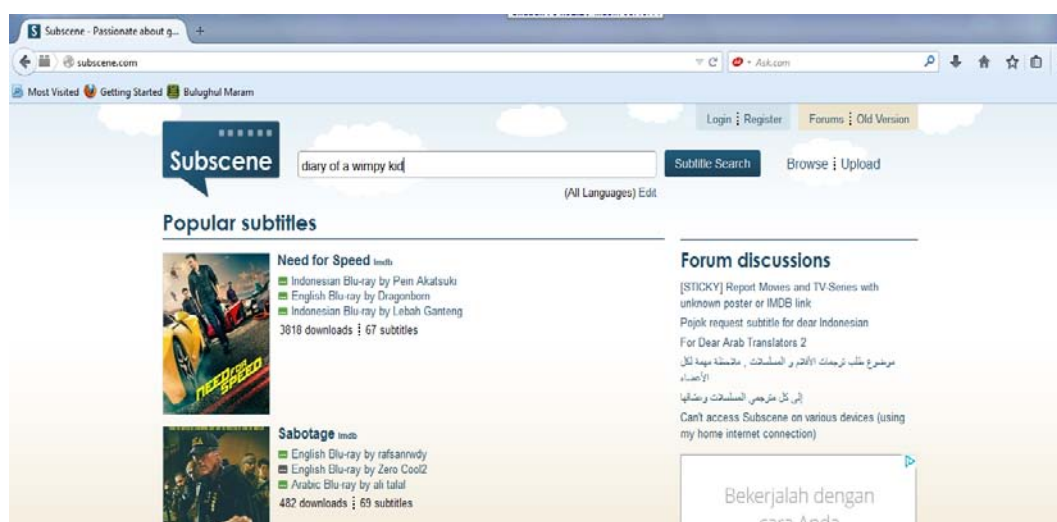
3.2 Corpus

The data of this study are gained from the movie subtitles of *Diary of a*

Wimpy Kid (2010) and *Ramona and Beezus* (2010). The movies are chosen because the movies are quite recent which are produced in 2010. Moreover, the movies are also suitable to conduct the research on language and gender stereotype in children literature because the movies' genre, family comedy is suitable for children and the characters of both movies represent both gender equally. Furthermore, *Diary of a Wimpy Kid* (2010) and *Ramona and Beezus* (2010) captured often the main characters of each movie doing activities in school and home. The length of *Ramona and Beezus* (2010) is 1:43:28 while *Diary of a Wimpy Kid* (2010) is 1:32:33. Next, the number of word types is 849 while the number word tokens is 3529 in *Diary of a Wimpy Kid* (2010), while *Ramona and Beezus* (2010) 's word types is 2360 and the word tokens is 643. Therefore, the corpus consists of the content words used by the male and female characters in the two movies.

3.3 Technique of Data Collection

The writer took three steps in collecting the data. First, the writer downloaded the subtitle of *Diary of a Wimpy Kid* (2010) and *Ramona and Beezus* (2010). These movie subtitles are downloadable and available for free from subscene.com. The following procedure to download the subtitles are accessing the Subscene website by typing www.subscene.com. In the address bar that is on the top bar of the home, there is a link option to search the movie subtitle based on the title. On the search box the writer types *Diary of a Wimpy Kid* [see figure 3.1.], and the movie details appear.

Figure 3.1 The frontpage of the Subscene website

After typing the title and clicking the search button, the list of the titles will be seen with the production years. Then the writer click the title Diary of a Wimpy Kid (2010). After that, the list of the movie subtitles in some languages will be appear. The writer downloaded the movie subtitle by choosing and clicking the movie subtitle in English with the highest rate.

The file downloaded is in the .srt format that needs to be converted. Therefore, the second step of the data collection is converting the file. The writer copying the file in .srt format and then open the Microsoft Word, the writer paste the content of the file and save it as plain text. The writer used the same step to Ramona and Beezus (2010)'s subtitle. These data enable the writer to process it through AntConc as the primary computer-assisted software or tools that corpus linguistic uses.

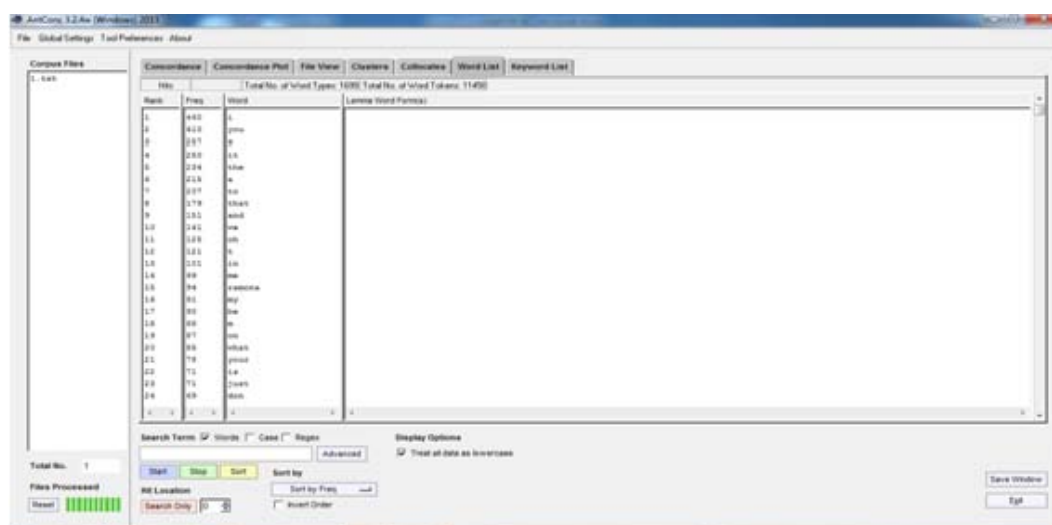
Third, the writer selected the unutterances pronounced by Greg and Ramona only and classified the words belongs to content words in their utterances

because this study is focus on the content words to make interpretation of gender representation.

3.4 Technique of Data Analysis

There are five steps in analyzing the data. First, the writer create the word list by using AntConc. The following procedure are run the software, click “file” and “open file(s)” to open the file. Then, choose the subtitle n .txt format. Click “word list”, give mark in “treat all data as lowercase”, and start. The word list in the subtitle will be appear automatically, [see the figure 3.3].

Figure 3.2 The Word list of Greg’s utterances



The result of the word list consists of both content words and function words. The writer only select the content words which include noun, verb, adjective and adverb. Because of the study focus on the content words only.

Second, select the content words used by the different character and determine the word classes such as noun, verb, adjective and verb. Third, create

two tables to differentiate the words. The first table consist of the content words used by Greg and Rodrick while the latter the content words used by Ramona and Beezus. An example of the table is shown below, [see figure 3.3].

Table 3.3 The Content Words Used by Greg and Ramona

NO.	Greg				Ramona			
	Noun	Verb	Adjective	Adverb	Noun	Verb	Adjective	Adverb
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								

The fourth step is to compare the content words used by the different characters. This will give some information on the typical vocabulary used by different characters. Fifth step, the writer uses the comparison of the content words used by the different characters to make interpretation of gender stereotyping.