

CHAPTER 3

METHODS OF THE STUDY

3.1 Research Approach

There are two main approaches to conduct analysis, namely qualitative and quantitative research, in which the application depends on the research object, questions and goals. Due to the data for this research is using movie as the research object, therefore the approach that is conducted for the analysis is the qualitative approach by using textual analysis. Creswell stated about qualitative method that:

A means for exploring and understanding the meaning individuals of groups ascribe to a social or human problem. The process of research involves emerging questions and procedures; collecting data in the participants' setting; analyzing the data inductively, building from particulars to general themes; and making interpretations of the meaning of the data. The final written report has a flexible writing structure (Creswell as cited in Koshy 80).

Ritchie and Lewis (2003) stated that the term 'qualitative research' is used to cover a wide range of approaches and methods. Qualitative research can describe or provide further understanding of a subject and its contextual setting, provide explanation of reasons and associations, evaluate effectiveness and aid the development of theories or strategies (Ritchie and Lewis 2003). The use of qualitative method in analyzing this study can facilitate the writer.

3.2 Data Source

The primary data of the study will be taken from the film titled *We Bought a Zoo* which produced in 2011 and directed by Cameron Crowe. However, the writer will focus only on the scenes shown the portrayal of zoo which cover up the animal rights that have been ripped away. Those scenes are wished to provide enough data about the animal rights.

3.3 Scope and Limitation

In order to have a comprehensive and deep analysis, scope and limitation will be applied. This study concentrates on a film entitled *We Bought a Zoo* (2011) and the main focus will be on the violation of animal rights in a zoo. The representation of animal rights in this movie will be the main issue in this study.

3.4 Technique of Data Collection

The main source of data in this research comes from the film itself. Film as an audio visual product will be treated as a cinematic text which consists of form and style. Form consists of the narrative aspect of the film while style is the *mise-en-scene* or the cinematography of the film which usually named as the non-narrative aspect.

3.4.1 Narrative Aspect

Based on Rachma Ida's book *Metode Penelitian Kajian Media dan Budaya*, every film narrative has two major essence, they are story and plot. Story is a chronological order of all events presented by the text, while plot is everything that the text explicitly presents (Ida 92). In this process, the writer will

note important information from the narrative aspects such as the dialogue, the plot, the characters, etc. The writer will firstly watch the film intensely and pay more attention in the specific scenes. Data is analyzed by choosing and focusing on several scenes in the movie which involve the portrayal of animal rights that has been taken.

3.4.2 Non-Narrative Aspect

According to Bordwell and Thompson (2008), the non-narrative aspect is also called as *mise-en-scene*. For the non-narrative aspect, the writer focuses on how the technical elements that support the main point of the whole story. It includes on how the technical process of the movie scenes in line with the story and play role in explaining the story. The non-narrative aspects or technical elements such as camera angle and lighting that support the narrative aspect will be carefully studied as well to strengthen the analysis. *We Bought a Zoo* movie becomes an effective movie that performs its supporting elements in symbolic ways such as Spar's suffer, Buster who ran away from the zoo, and the title itself that later will be analyzed in non-narrative part.

3.4.2.1 Lighting

To the film director, lighting is more than illumination that enables the viewer to see the action. Lighting is a tool used by the director to convey special meaning about a character or the narrative to the viewer. Lighting can help define the setting of a scene or accentuate the behavior of the figures in the film. The quality of lighting in a scene can be achieved by manipulating the quality and the direction of the light (Lathrop and Sutton 4).

3.4.2.2 Camera Angle

Camera angles are used to position the viewer so that they can understand the relationships between the characters. These are very important for shaping meaning in film as well as in other visual texts (Education 2014). In this movie, camera angle is to strengthen the inequality between human and animals.

3.4.2.3 Expression

Like setting and costume, figure expression and movement are important elements of *mise-en-scene* used by the director to support the narrative as well as help develop the thematic unity of a film. Figure expression refers to the facial expressions and the posture of an actor, whereas figure movement refers to all other actions of the actor, including gestures. Two of the most important aspects of film study are appropriateness of the expression of the actors and the control the director exhibits over the actor's movements (Lathrop and Sutton 3). The expression is beneficial to strengthen the feeling of freedom of the animals.

3.5 Technique of Data Analysis

The method of data analysis follows Ecocriticism theory in analyzing text. According to Cheryll Glotfelty, there are several questions to be asked when we analyze text using Ecocriticism theory (Reno), they are:

- How is nature represented in this movie?
- Are human higher than nature (animals)?
- How do our metaphors of the land influence the way we treat it?
- In addition to race, class, and gender, should place become a new critical category?

- In what ways has movie itself affected humankind's relationship to the natural world?
- How has the concept of wilderness changed over time?
- How is the enclosure limit the movement of the animals?

However, those questions should be simplified into three main stages, they are:

1. Finding the Binary Opposition

Binary opposition is two sided opposition like bad vs. good. In this movie, the binary opposition is clearly shown, especially in showing the existence between human and animal. The finding of binary opposition can be helped by the film narrative.

2. Finding the Representation of the Animals

By finding the binary opposition of the existence between animal and human and other, this strategy is thus conducted to find the representation of the animal rights. The finding of the representation of the animals can be helped by the film narrative and non-narrative aspect.

3. Finding the Ideology of the Text

In order to find the ideology, the writer needs to deeper the analysis of both narrative and non-narrative aspects. Since establishing ideology in the text need a careful strategy, sometimes the film does not entirely provoke the audience but an open possibility is enough to plant a basic understanding of the ideology.