CHAPTER 3

RESEARCH METHOD

This chapter will describe about the research method which used by the writer to analyze this study. The explanation about the research approach, data sources, and also the scope and limitation will be explained clearly in this chapter. Moreover, the techniques of data collection and technique data analysis which are so important in a research will be described clearly, in order to collect the necessary data and how to analyze it with narrative and non-narrative aspect.

3.1 Research Approach

There are two kinds of research approach, qualitative and quantitative. These research approaches determined by the objects of research and goal of the study. Even though the research approaches may use the same topic, nevertheless the result will not be the same. The findings through the qualitative research will be presented in narrative reports with contextual description and direct quotations from research participants, and quantitative research will be presented in the statistical report (correlations, comparisons of means, and reporting of statistical significance of findings) in order to discover whether the results support the hypothesis or not (Johnson & Christensen 2012, p. 2). According to Boeije and Hadkinson (2009),

> "Qualitative research generally starts with the assumptions that individuals have an active role in the construction of social reality and that 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 that as a result human action should be considered meaningful. Some researchers study 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 world around them and grafting their own behavior on these interpretations." (Boeije & Hadkinson 2009, p. 6)

Film or movie is a work produced by humans which most of the theme, plot story, character, and all the things involved in it cannot be separated from the social construction. It is because there are one or more people who works behind the film production, they may bring their own perspective, even the social construction into it. By looking at the clues which represent in a film such as the dialogue, costume, and also the interaction between one with other characters, the researcher may use qualitative research to find out the social construction which occurs in a film and analyze the phenomenon by relates it in certain theories as the supporting tools.

In order to support the researcher for analyzing the object, there are two techniques within this approach namely technique data collection and technique data analysis. These techniques have a purpose to discover and have a deep understanding of the issues that will be raised by the researcher. In technique data collection, the researcher will collect certain data which connects to the issue of the study, and it will be analyzed in technique data analysis which divided into narrative and non-narrative aspect.

3.2 Data Sources

The main data of this study is the film itself, *Snow White and the Huntsman* by Rupert Sanders. It is because there are a lot of scenes in this film, the writer chooses some scenes which related to the representation of female lead character, Ravenna and Snow White and also pay attention to the dialogue from those

characters, even the monologue or their interaction with others. Moreover, the writer will also look for the other sources such as the articles, books, journals, dictionaries, and some thesis which related to the study, in order to help the writer gain a strong analysis and deep understanding about the issues inside the film.

3.3 Scope and Limitation

When a researcher will examine an issue, they have to make a limitation of the study to keep the analysis 'in its track" This limitation of the study may help the writer to focus on the selected issue, so the discussion will not splay in others. For this study, the writer will focus on Ravenna and Snow White as the female lead characters who represented as a strong girl or woman in *Snow White and the Huntsman* film and the interaction of those characters with the male characters. Based on the characters and the issues of feminism which emerges in the film, the writer use Girl Power as a part of Third Wave Feminism as the main theory to guide this analysis. The representation of female lead character in *Snow White and the Huntsman* film, Ravenna and Snow White 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

Based on the object of this study is film, there are various steps to collect some data which will be useful for the analysis stage. The writer will choose and capture several scenes which related to the issues of feminism, focused on the female lead character (Ravenna and Snow White) and also their interaction with others,

especially men. Moreover, the writer also collects the data from transcribing the dialogue which represents the issues of feminism, especially girl power. By collecting data from several steps above, the writer will divide it into narrative and non-narrative aspects in the analysis stage.

3.5 Technique of Data Analysis

There are two elements which involved in a film, the pictures itself and the story or narrative in the film. The story is divided into two parts namely plot and the story. On the other hand, the picture is categorized as non-narrative that we can see it directly in a film. (Ida 2011, p. 90-91) It is because the researcher uses a film as a research object, these elements will be explained further in this technique of data analysis.

3.5.1 Narrative

According to Rachmah Ida (2011), there are two main elements in narrative analysis namely Story which is a chronological order of all events presented and inferred from the text (what the physical means) and Plot which defines as everything that the text explicitly presents (what happens physically) (Ida 2011, p. 92) By analyzing a film through the narrative analysis, the writer will be assisted to discover and gain a deep understanding about the story and its plot. Based on the object of this study is *Snow White and the Huntsman* film which includes as an action and adventure film, the structure may be investigated by the narrative analysis from Vladimir Propp. Rachmah Ida (2011) maintains that the elements of narrative film by

Vladimir Propp consist of Function as the function of the events shown in the movie and Consequence or some effects that occur because of these events. (Ida 2011, p. 95) Moreover, there are Seven Spheres Actions of Narratives which described by Vladimir Propp to help the writer in order to find out the structure of *Snow White and the Huntsman* film :

1. The villain
2. The donor (a person who helps the hero by providing information, weapons, advice, and etc.)
3. The helper (a person who came to help the hero.)
4. The princess
5. The dispatcher (a person who sends the hero to go to the war.)
6. The hero
7. The false hero (a person who looks like the hero, but they are not the real hero.)

Besides from the narrative structure, there are several questions which help the writer to make a strong analysis about the film itself.

According to Bressler (2007) there are several questions for the researcher to analyze a text with feminism issues inside it:

- Is the author / director male or female?

- Is the text narrated by a male or female?

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

- Are the female characters the protagonists or secondary and minor characters?

- 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?

- How does the author's culture influence her or his attitude?

- Is feminine imagery used? If so, what is the significance of such imagery?

- Do the female characters speak differently than the male characters? In your investigation, compare the frequency of speech for the male characters to the frequency of speech for the female characters?

By the guidance of those questions, the writer use these steps to analyze the feminism issues within *Snow White and the Huntsman* film :

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

The author or in a film called by film director is the responsible person in the filming. According to Kodak (n.d.) The Director must be able to lead and control people, have them do what he or she wants them to do, yet remain on good terms. While in production,the Director not only oversees actors, but also advises the Director of Photography, instructs the major technical people, administrates the flow of people, consults on budgets, and deals with outside pressures. The Director is ultimately responsible for what happens on the set. In other hand, film director has a power to control everything in a movie. Because of that, the writer has to find out the background of the director and the film itself.

2. Analyzing the portrayal of Ravenna and Snow White in *Snow White and the Huntsman* film.

After finding the background of the film director, the writer has to look for how they (Ravenna and Snow White) are portrayed by *Snow White and the Huntsman* film. Their role as a protagonist or antagonist and the characterizations which appear in both of the female lead characters are very important to look for the writer. By conducting a research on Ravenna and Snow White's role and characterizations, the

writer will be guided to discover and grasp for how women are portrayed in *Snow White and the Huntsman* film.

    3. Analyzing the interaction of Ravenna and Snow White with others, especially men.

When a person wants to examine a text by looking at the issue of feminism, they have to look at the interaction of women and men in that text. In fact, most of culture in around the world admit the patriarchal culture, so by analyzing the interaction of Ravenna and Snow White with others, especially men, it will help the writer to find out and analyze for how the position of women in the eyes of men and their society.

3.5.2 Non-Narrative

    According to Louis Giannetti (n.d.), the signified and the signifier is also necessary in order to look for how form shapes content in movies. (Gianetti n.d., p. 2) Besides from the narrative analysis, the writer has to look at the *grammar of the film* which consist of Camera movements, Angle, Costume, Setting, Color Compositions, and also Sounds. (Ida 2011, p. 97) These aspects of non-narrative will be used for the writer to see what is directly represented in a film such as the costumes of the actors or actress and the camera movements from a scene. Besides that, it will support the narrative analysis in order to make a strong analysis about the feminism issue on *Snow White and the Huntsman* film.