

CHAPTER III

METHOD OF THE STUDY

This chapter elaborates the method that is used in conducting this research. The chapter begins with the description of the research approach, followed by the detailed description of the population and samples; this chapter also describes the procedures of data collection and the process of data analysis that the writer used to conduct the research.

3.1 Research Approach

The qualitative approach needed for this study because the writer wanted to know about how the audiences respond to sexual scenes in movie. The writer was conducting the study by concerning on the university students' responses toward sexual scenes in The Twilight Saga: Breaking Dawn part 1 the movie.

Qualitative method is used to explore issues and problems by using the interpretation of the researcher based on the researcher feel, hear and see. Qualitative method uses more flexible instruments than Quantitative. Qualitative method also uses semi-structured methods such as in-depth interviews, focus group, open-ended question, and participant observation, but in quantitative is more structured than qualitative, such as use questionnaires, surveys, close-ended, and structured observation (Family Health International 2). In this study, the writer used qualitative methods because it is the proper method to be used in this study. According to Creswell, a qualitative research is a research that is exploring

and understanding the individual's or group's problems. The process of research involves emerging questions and procedures; collecting data from the participants and 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, *Qualitative Procedures* 200).

3.2 Population and Sampling

The writer chose university students as population and sampling of this study. University students are more critical and think more logically than any other students, for example high school students. University students also more competence and know about issues that happen in society because university students have to sharpen their critical thinking. University students are to be more critical and know about issues in society (Paul dan Elder). Moreover, the writer chose Universitas Airlangga students as population of this study because of the time constraint for a 4 months research.

According to Bloor and Wood, the data can be collected from small unit of the study population that is selected for the research (Bloor dan Wood 154). The writer focuses on the response of students of Universitas Airlangga Surabaya. Here, the writer focuses on the response of the students of Universitas Airlangga as the main data and the sample selected for this study because Universitas Airlangga is in number 10 of top colleges and universities in Indonesia (2014 University Web Ranking). The reason why the writer used Universitas Airlangga

students as the respondents also because the writer wanted to explore the surroundings in Universitas Airlangga, because the majors in Universitas Airlangga are closely related to the topic of this study about sexual scenes in movie. The writer chose the respondents from people around the researcher such as friends, family, colleagues and neighbors (Stokes 136), so the writer used Universitas Airlangga students as the respondents. It means that the response of Universitas Airlangga students can be the population and sampling of the study because this rank may have an effect if the students of Universitas Airlangga discovered as the subject of the study.

The sampling for this study is by using purposive sampling. Purposive sampling is the technique for choosing the sample based on the criteria that was determined by the author (Sugiyono 85). The writer made some criteria for Universitas Airlangga students to be the respondents. The criteria are, first, respondents should know the movie The Twilight Saga: Breaking Dawn Part 1, secondly, the respondents must be the active Universitas Airlangga students, and finally, the respondents have to be 18 years old or above related to the standard to be called as adult in Indonesia (Devita). Those sampling led the writer to gain data from the respondents.

3.3 Data

Data is the main requirement; it is the important resource for any research. The writer divided the data sources into primary and secondary source. Primary and secondary data are also included to complete the other information for the

research. This research has two forms of data: primary data and secondary data. Primary data refers to data obtained directly by the researcher and secondary data refers to the documents made by other people (Gibson dan Brown 66).

The primary data come from the discussion result of Focus Group Discussion and from the result of interview with *Lembaga Sensor Film* person as the representative of *Lembaga Sensor Film* itself.

To support the primary data, secondary data is also necessary and useful to support the data that obtained from the Primary data. The function of secondary source also helps the writer to complete this study. For example, journals or articles related to the topic, newspaper and magazine. In the secondary data source, it was taken from several online journal articles, books, e-books, websites, and the previous studies. Several of data sources needed in research, especially qualitative research (Creswell, *Research Design: Qualitative, Quantitative, and Mixed* 202). By looking to how audiences received the scenes that shown in movie, the writer was able to understand the impacts, influences, and effect of those scenes to our society. This research allows the writer to examine what audiences get from media, what people like or do not like, and explain why audiences say that (Stokes 131).

3.4 Technique of Data Collection

After the writer chose the data source, the second step is the technique of data collection. Here, the writer used some samples using purposive sampling.

The writer decided the criteria in choosing the sample from Students of Universitas Airlangga Surabaya by using a focus group discussion as a method to collect the data. A focus group is an organized discussion of a small group of people on a given issue or topic (Stokes 148). The data collected from focus group discussion of Universitas Airlangga students Surabaya.

This method has some advantages such as participants can provide historical information and allows researcher control over the line of questioning; makes the respondents can discuss with others and makes clear about the problem and by this method the writer could know how audiences feel about the sexual scene in movie by discussing with others (Creswell, *Qualitative Procedures* 207).

The first advantage is, this term allows the writer to make some additional questions and also to see how relevant that question to actual audience experience (Ruddock 135). The writer used focus group discussion to collect data because this method has advantage. This method saved the writer's time to collect data from the audiences (Ruddock 136). This method also has another advantage to the result of audience responses. Philo (1990) in Ruddock's book titled *Understanding Audience* said, "Meaning is negotiated rather than immanent, and is influenced by our perceptions and opinions" (Ruddock 136).

The second advantage is, it makes the respondents able to discuss with the others and makes clear about the problem because it can make people think about things by the people's response in discussion. As Jane Stokes said on her book that the proper way to know about the audiences' response and feel about

something, it is best to use an interview or the focus group as the method of collecting data (Stokes 137).

The third advantage is, the writer could know how audiences feel about the sexual scene in movie by discussing with others. According to Ruddock (Ruddock 135), focus group can be used for mass-communication research. This method can make clear the question of the research of predicting the potential problems in ambiguity of response. Since cultural studies is interested in textual interpretation and variability in response, this technique represents the closest approximation possible to the actual sort of relationship the audience forms with texts. The discussion will make the writer know about the response of sexual scenes in The Twilight Saga Breaking Dawn part 1 the movie from Universitas Airlangga students' perspective.

For gathering the respondents, the writer used the way Ien Ang got the respondents to send some letters about the reactions of audience of TV serial *Dallas*. Ien Ang posted the invitation in the Dutch women's magazine, *Viva* in early 1980s to make a research about audience to respond from feminist perspective (Stokes 133). But the writer posted the invitation in some of Universitas Airlangga groups on Facebook to get the respondents joined this discussion about the sexual scenes in movie from university students' perspective as the main data of this research.

The writer has recruited 13 respondents but in the day when the discussion held, there are only 10 respondents who came to the discussion: AM, FR, AN,

DK, IN, DB, AA, LN, ND, and KT. The data have collected from focus group discussion held in university area. The discussion used Bahasa Indonesia as the main language to collect the responses from the respondents. The discussion held in university area and it took approximately one hour long with 10 respondents. One hour is sufficient to conduct the focus group discussion, because as Andrea Millwood Hargrave in her research that used not more than two hours as the maximum time of discussion to avoid the respondents to get bored for the discussion (Stokes 149).

The writer made some questions to know more about the responses from Universitas Airlangga students' point of view. The question used in this study is open-ended questions because the writer needs to know deeper about the audiences' response (Stokes 144). The questions consist of engagement questions, exploration questions, and exit question. Engagement questions are questions to introduce the issue to the participants, exploration questions are question to gather the deeper information from the participants, and the last is exit questions are questions to check if anything was missed in discussion (Elliot & Associates 3). The writer gave participants. from Universitas Airlangga students. a freedom to express their responses toward sexual scene in The Twilight Saga: Breaking Dawn part 1 the movie. Those questions will make the writer dig more about the responses of Universitas Airlangga students in Surabaya. In addition, the writer had interviewed Mr. Y as the representative of *Lembaga Sensor Film* in Indonesia.

3.5 Technique of Data Analysis

The method of data analysis has several steps before jumping into the analysis, findings and the conclusion. According to Miles and Hubberman, as quoted by Sugiyono that the writer quoted from Deviansyah's research, there are several steps to analyze data in qualitative research which are *data reduction*, *data display*, and *conclusion drawing/verification* (Deviansyah 25):

1. Data Reduction

In this first stage, the writer collected the information related to the problem of the study, and categorized the data that match to the study.

2. Data Display

In this second stage, those data that have already collected, systematically arranged in order to make the writer observe and analyze the important components of the data.

3. Conclusion Drawing/verification

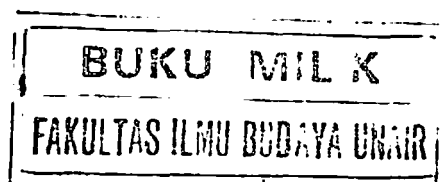
In this last stage, the writer interpreted the data that match with the context of the problem and the purpose of the study. Of those interpretations, the writer obtained the conclusion to answer the statements of the problem.

In this study, the writer gathered all the information from primary and secondary data such as the discussion; converted them into text and written form. The writer separated the comment or information that has gathered from each participant to get the clear information about the reaction to the sexual scenes in the movie The Twilight Saga: Breaking Dawn part 1.

Next, is the writer interpreted all the information by using major theory that is proposed by Stuart Hall in analyzing the object. Hall stressed the role of social positioning in the interpretation of mass media texts by different social groups. In a model deriving from Frank Parkin's 'meaning systems', Hall suggested three hypothetical interpretative codes or positions for the reader of a text:

- a. *dominated* (or 'hegemonic') reading: the reader fully shares the text's code and accepts and reproduces the preferred reading
- b. *negotiated* reading: the reader partly shares the text's code and broadly accepts the preferred reading, but sometimes resists and modifies it in a way which reflects their own position, experiences and interests
- c. *oppositional* ('counter-hegemonic') reading: the reader, whose social situation places them in a directly oppositional relation to the dominant code, understands the preferred reading but does not share the text's code and rejects this reading, bringing to bear an alternative frame of reference (radical, feminist etc.) (E.g. when watching a television broadcast produced on behalf of a political party they normally vote against).

The responses of audiences interpreted and to find out what ideological position that the respondents have.



CHAPTER IV

ANALYSIS