CHAPTER III

Method of the Study

3.1 Research Approach

The research approach of this study is based on the objective of the study. The objective of this study is to explain the relation between black and white American portrayed in *The Blind Side* film. Based on the objective, the method applied in this study is descriptive qualitative method. Qualitative method is uses to follow and understand the plot of events and occurance chronogically to find out correlation between cause and effect of people's mind in the field of research to gain a large and significant explanation (Miles & Huberman 1992, p.2). Since this method is used to analyze the research data, so the analyze result of data will be presented descriptively.

3.2 Data Source

Data source is *The Blind Side* film made in 2009. *The Blind Side* is a film by John Lee Hancock. This film tells about a teenage African-American, Michael Oher who is being adopted by white American, Leigh Anne. She helps Michael to become a successful person in education and sport. This film won Oscar award and another 6 awards like Golden Globe award, MTV Movie award, Critics Choice award in 2010, and many more. This film has been distributed by many companies in many countries, which are Columbia Tristar Warner Filmes de Portugal (2010) in Portugal, Warner Bros Picture

(2009) in USA, ABC Family (2010) in USA, Sandrew Metronome Distribution (2010) in Finland, and many more. The production of this film are Alcon Entertainment, Left Tackle Pictures, and Zukker/Netter Production. The two main characters in this film are played by Quinton Aaron and Sandra Bullock.

3.3 Scope and Limitations

There are some issues, problems, events, and conflicts that can be seen in *The Blind Side* film. However, the writer limits this study only on how black character, *Michael Oher*, is stereotyped in *The Blind Side* film. It means that other issues outside the limitation will not be considered in the process of the study analysis. Finally, the writer also limits the elements of non-narrative used into three elements which are setting, costume, and performances. The reason why the writer only use those three elements, because those three elements are already enough to be used to analyze the stereotype in *The Blind Side* film.

3.4 Technique of Data Collection

In collecting the data, the first thing to do is critically watch *The Blind Side* film. The second is in collecting the data is making note of the important part which refer to the issue, including the dialogues and images. The third is taking the data from some theories, journals, other printed and unprinted

materials and the internet sources using online research. Furthermore, the writer uses the narrative and non-narrative aspects of the movie as a part of the analysis. It focuses on the story itself, setting, costume, and also performance in this film related to the problem statement.

In short, there are three processes in collecting the data

- Critically watch *The Blind Side* film

- Take an important note related to the issue including dialog and the captured images

- Collecting other supporting data from some theories, journals, printed and unprinted materials and using online research

3.5 Technique of Data Analysis

Analyzing data is one of steps conducted by the writer. After collecting the data, the writer takes some steps to analyze each scene in *The Blind Side* that is related to the problem statement. The data analysis started by selecting an issue that can be seen in *The Blind Side* film. The issue is how black people are stereotyped in their relation with white people. Thus, the stereotype of black American by Stuart Hall is used as theoretical framework. Besides, the media stereotype theory from Kevin William is also used to analyze how media try to stereotype black in his relation. Both theories then

are used to interpret data of narrative and non-narrative aspects related to the issue.

To sum up, below are the following details:

- Selecting the dialog and images that have relation to the issue

- Analyzing narrative aspects derived from dialog and plot using Hall's stereotype. He categorizing stereotype as the otherness and exclusion, powerless, and being fantazied by white people.

- Analyzing non-narrative aspects derived from the image, setting, costume, and performance.

- In analyzing narrative and non-narrative aspects, the explanation of non-narrative is merged into narrative aspect because non-narrative aspect includes narrative aspect.

CHAPTER IV
ANALYSIS