

CHAPTER 3

RESEARCH METHOD

*This chapter will describe the method used to conduct the study. This chapter includes a description of research approach, an explanation of the population and sampling technique used, and offers definition of each variable of interest. Following this, there are two steps of method used in this study. First is technique of data collection to provide valid and useful data. Second is technique of data analysis to analyze the data collected from the previous step. This analysis sought to examine whether the representation of femininity in *Once Upon A Time* TV Series has or has not changed to reflect the femininity that usually trend in fairy tales.*

3.1 Research Approach

This study used Content Analysis as the method to found out the representation of femininity portrayed by Snow White's female characters by counting the frequencies of depicted femininity traits. Rose (p. 56, 2001) states that content analysis is counting the frequency of certain visual elements in a clearly defined example of images, then analyzing those frequencies. Neuendorf (p. 10, 2002) defines that content analysis is a summarizing, quantitative of messages that relies on the scientific method and is not limited the types of variables that maybe measured or the context which presents or creates messages. While, according to Berger (in Neuendorf, 2002) content analysis is a research technique based on

measuring something in representative sampling of some mass-mediated popular art form.

Content Analysis is one of the quantitative researches that explains phenomena by collecting numerical data and analyzed by statistical research method. Quantitative is systematic and objective analysis in particular text. It essentially counts things, such as a newspaper article, a television clip, a book or other text. Quantitative technique is very important to Content Analysis because it creates technique to determine the data that objectively looked for. It also defines which sample and measurements that deals with the purpose of the research (Davies & Mosdell 2006, p.98)

3.2 Data Source

3.2.1 Population & Sample

According to Neuendorf (p.74) population is a set of unit that is studied by the researcher. It is the generalization concerning the object with certain criteria set by the researcher. The population of this study was *Once Upon A Time* season 1, an American television series on 2011. It consists of 22 episodes in a whole season. This study would be taken all episodes. It consists of 606 scenes that would become the population of this study.

The sampling for this study was 291 scenes of whole. The choice of 291 scenes as the sample was considered as the information that represented the point that would be analyzed. The chosen scenes are only focused on Snow White and Evil

Queen characters, whether they are on fairy tales world or the real world. That would be the tools to analyze the femininity are in it.

Besides, Snow White story is identical as a fairy tales that represented feminine beauty ideal. It was proven by Baker-Sperry & Graverholz journal that they found Snow White promotes the feminine beauty ideal. It concerns to the physical appearance and the beauty to show their attractiveness. So, it would be the main point to be analyzed and answered the question research that was purposed in this study.

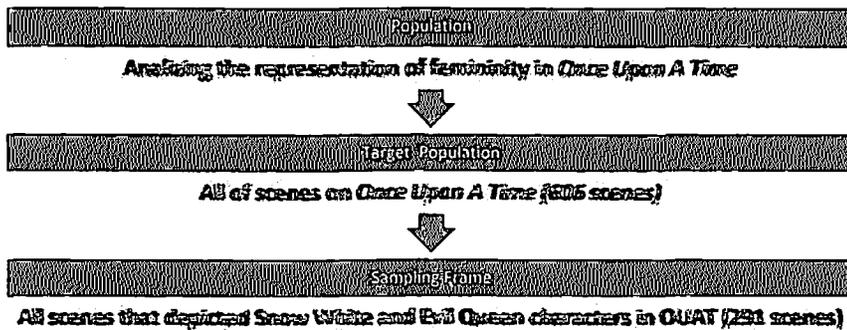


Table 2. Population and sample

For content analysis, coding should be determined to note the issue that would be analyzed. Coding was designed in order to define each variable of interest based on the traditional gender roles and feminine personality traits. There are two object referred to the main female characters, Snow White and Evil Queen as the determiner of sampling frame that would be analyzed by the coding. This study used referential units categorizing the word that has same meaning in one category. So, the coding includes the concept and variable of interest. Concept is the general idea from particular characteristic, while the variable of interest is idea that supports the concept by its characteristics.

3.2.2 Variable of Traits

This IV series' content was coded in gendered characteristic of female characters. The coding characteristics were identified as traditional femininity following to the related studies mentioned in '*Gender Role Portrayal and the Disney Princess*' by England and Descartes and also women stereotype based on Williams and Bennet on '*Sex and Gender An Introduction*'. The definition of the codes was established based on the related studies review and described below that has been categorized by the writer to make it easier to be analyzed.

Feminine Traits

Personality:

- ∞ *Affectionate*: having warm regard or love for someone, tender feeling, fond and loving. This required a physical display of love such as a hug, a kiss, or another touch that illustrate affection. (England, Descartes & Collier-Meek, 2011)
- ∞ *Appreciative*: having or showing appreciate, expressive gratitude. (Lips, 1988)
- ∞ *Doubtful*: in an experimental manner, uncertainty especially for behavior of speech. (England, Descartes & Collier-Meek, 2011)
- ∞ *Frivolous*: unworthy of serious attention, inappropriately silly. (Lips, 1988)
- ∞ *Helpful*: offering help, useful, a specific action performed to give another direct assistance. (England, Descartes & Collier-Meek, 2011)

- ∞ *Modest*: having or showing humble or moderate, having or showing a regard of decencies for behavior, speech, dress and so on. (Lips, 1988)
- ∞ *Nurturing*: to care for and encourage the growth or development. It showing direct interaction and often shown as mothering. (England, Descartes & Collier-Meek, 2011)
- ∞ *Talkative*: friendly and willing to talk, unwisely talking too much. (Lips, 1988)

Emotion:

- ∞ *Ashamed*: affected with shame, the painful emotion of consciousness guilt. (England, Descartes & Collier-Meek, 2011)
- ∞ *Collapse crying*: the character puts her face down, seems like give up of something that no longer visible, cried and usually rocking shakes and sobs. The character throws herself against something (ex: a bed) as a sign of mental helpless. (England, Descartes & Collier-Meek, 2011)
- ∞ *Dreamy*: the characters that possess no particular goal or dream only of romantic love. (Smith & Cook, 2008)
- ∞ *Excitable*: easily to being excited. (Lips, 1988)
- ∞ *Fearful*: experiencing or showing fear, lacking courage, a state of terror. (England, Descartes & Collier-Meek, 2011)
- ∞ *High-strung*: highly sensitive or nervous in temperament, being in a tense state, and easily upset. (Lips, 1988)

- ∞ *Sensitive*: perception, knowledge, connected with. Enable to feeling others or circumstance. (England, Descartes & Collier-Meek, 2011)

Weak and dependence:

- ∞ *Fragile*: easily destroyed, lacking physical or emotional strength. (Lips, 1988)
- ∞ *Passive*: tend to not taking dominant part, receiving or subjecting without responding or initiation in any action to resistance. (Lips, 1988; Kesselman, McNair & Schniedewind, 2008)
- ∞ *Physically weak*: not being able to do something which using physical strength, usually needed help. (England, Descartes & Collier-Meek, 2011)
- ∞ *Submissive*: lack of power, dependent, passive, humble and ready obedience. This trait was usually in response to assertive characters. (England, Descartes & Collier-Meek, 2011)
- ∞ *Troublesome*: causing trouble, disturbance, being discuss by other characters and helped to solve problems. (England, Descartes & Collier-Meek, 2011)
- ∞ *Victim*: being a subject of torture, one who suffered in the cruel or oppressive treatment. (England, Descartes & Collier-Meek, 2011)

Family life:

- ∞ *Having children or family life*: the characters show that they are in the family circumstance, whether as the children or parent. (England, Descartes & Collier-Meek, 2011)

- ∞ *Household activities*: performing the homemaking activities such as cooking or preparing food, cleaning the house, spending time with children and another activity that related to household. (England, Descartes & Collier-Meek, 2011)
- ∞ *Relationship*: a close or intimate relationship, the act of marrying. (Kesselman, McNair & Schniedewind, 2008)

Tends to physical appearance:

Adjusting physical appearance for the purpose of making appearance better or more attractive that looked from body, hair, dress, and make-up. (England, Descartes & Collier-Meek, 2011)

3.3 Scope and Limitation

The scope of limitation on this research focuses on how femininity represented on this television series. This study will focus on the Snow White story on *Once Upon A Time* and concern at Snow White and Evil Queen's characterization. Snow White and Evil Queen are the most dominant and contradictive characters in this series. It took all episodes on season one. From all episodes, the writer only takes some scenes which related to Snow White and Evil Queen.

3.4 Technique of Data Collection

This study used content analysis to collect the data. It used all episodes of *Once Upon A Time* session 1. Each episode was aired for 42-43 minutes. First of all, it is counted all scenes of *Once Upon A Time* session 1 as the target population.

Second, it is focused on scenes selection that was related to main female characters. It used 291 scenes that represent Snow White and Evil Queen as the sampling frame. Third, the coding was determined based on the theory and related studies to point the characteristics that were measured for this study. The last step is making coding sheet as the tools of measurement.

This study is descriptive studies which try to describe the femininity of main female characters in this series. The selection population and sampling explore about the femininity and the feminine beauty ideal that were produced in this series. The content analysis method can be the tool to check the validity of the data result in a quantitative approach to have better quantitative analysis of the data in a purpose to get reliable evidences of the study.

3.5 Technique of Data Analysis

The technique of data analysis used some steps. The coding that were mentioned on data collection was the tool to start the analysis. First of all, close reading of the chosen scenes that depicts the main female characters. This step gathered any related information by filling the coding that has been determined on the coding sheet. Following this, is tabulation that counted the frequencies of the collected data that were related to the coding. And the last step, reporting the result of the measurement and putting narrative non-narrative aspects additionally.

Based on the result, it was used as the indicators to conclude whether the femininity and feminine beauty ideal deal or not on Snow White and Evil Queen

characters. This step is aimed to complete and strengthen the whole data. The final step is concluding all of the findings of all the collected data about femininity and feminine beauty ideal on Snow White female characters in *Once Upon A Time TV* series.



CHAPTER 4

ANALISYS