

# **CHAPTER III**

## **RESEARCH METHOD**

### **A. Research Design**

The method used in this study is the qualitative content analysis method, namely content analysis. Content analysis is an in-depth study of the content of written information or in the media. The pioneer of the content analysis is Harold D. Lasswell, who spearheaded the technique of coding, which was to keep record of symbols or message systematically, and then was given an interpretation. Content analysis can be used to analyze all forms of communication. Whether it's newspaper, radio news, television advertisement or all the other documentary materials.

Qualitative media content analysis is more widely used to examine documents which can be in the form of text, images, symbols, etc. To understand the culture of a particular social context. Documents in qualitative content analysis are an integrative and conceptual method of analysis find, identify, process and analyze documents to understand their meaning, significance and relevance. Riffe, Lacy and Fico (2005) says content analysis is a systematic and replicable test of communication symbols, where these symbols are assigned a numerical value based on value measurements and the analysis uses statistical method to describe communication, draw conclusions and provide context, both production and consumption.

### **B. Research Subject**

The subject in this study is to analyze the moral values contained in Moana movie and also the implication of moana movie in learning English.

## 1. Moana Movie

Moana is a 2016 American 3D computer-animated musical adventure film produced by Walt Disney Animation Studios and distributed by Walt Disney Pictures. The 56th Disney animated feature film, the film is directed by Ron Clements and John Musker, and co-directed by Don Hall and Chris Williams, the film introduces Auli'i Cravalho as Moana and features the voices of Dwayne Johnson, Rachel House, Temuera Morrison, Jemaine Clement, Nicole Scherzinger and Alan Tudyk. The film features songs written by Lin-Manuel Miranda, Opetia Foa'i and Mark Mancina and is composed by Mancina.

The film tells the story of Moana, the strong-willed daughter of a chief of a Polynesian village, who is chosen by the ocean itself to reunite a mystical relic with the goddess Te Fiti. When a blight strikes her island, Moana sets sail in search of Maui, a legendary demigod, in the hope of returning the relic to Te Fiti and saving her people.

Moana was released theatrically in the United States on November 23, 2016 to positive reviews from critics, with particular praise going toward its animation, music, and vocal performance. The film went to gross over \$690 million worldwide.

## **C. Data Collection**

The source of the data were taken from the movie and comes from another sources, such as a script, internet and other materials that can support the data.

## **D. Technique of Data Collection**

In this research, the researcher uses documentation as the way to collect the data. The research data were collected by performing the following steps. First, it is

very important to watch the film three times or more, second, researchers identified to find the data that related to the research, the last is reported data was selected.

## **E. Data Analysis**

In analyzing the data, the researcher uses descriptive analysis technique to know the moral values in “Moana” movie written by author. Because the method used is descriptive content analysis, the researcher will analyze it by first looking for the moral values contained in the Moana movie, then after that the researchers watched the movie repeatedly looking for scenes that contained these moral values. After that, the researcher looked for and read the dialogue spoken in the scene.