

CHAPTER III

RESEARCH METHOD

This chapter consist of research design, research setting, research subject, data, technique of data collection and data analysis.

A. Research Design

This research is conducted in qualitative research. Qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. “Qualitative research is a form of social inquiry that focuses on the way people interpret and make sense of their experiences and the world in which they live. A number of different approaches exist within the wider framework of this type of research, but most of these have the same aim: To understand the social reality of individuals, groups and cultures. Researchers use qualitative approaches to explore the behavior, perspectives and experiences of the people they study. The basis of qualitative research lies in the interpretive approach to social reality.” (Holloway, 2015)

In this research the researcher used content analysis method, because the researcher use the transcript to interpret the data. According to Hsieh and Shanon (2005), Content analysis is one of numerous research methods used to analyze text data. Research using qualitative content analysis focus on the

characteristics of language as communication with attention to the content or contextual meaning of the text.

B. Object of Research

The Object of this research is the gender stereotypes that utterances in “*The Intern Movie (2015)*”

C. Source of Data

The data in this research is gender stereotype utterances in “*The Intern Movie (2015)*”. The Movie was downloaded from <https://id.terafile.net/the-intern-2015-480p.mp4> and the transcript which downloaded from <https://www.ivanachubbuck.com/wp-content/uploads/2012/02/The-Intern-Ben-Patty-EntireScreenplay.pdf> The movie duration duration is 121 minutes.

D. Technique of Data Collection

The researcher takes these following steps in collecting the data :

1. The researcher download the movie from <https://id.terafile.net/the-intern-2015-480p.mp4> and the transcript from <https://www.ivanachubbuck.com/wp-content/uploads/2012/02/The-Intern-Ben-Patty-Entire-Screenplay.pdf>
2. The researcher watched the movie and listen to it for several times and read the transcript to find gender stereotypes utterance in the movie.

3. The researcher transcribe gender stereotypes utterance in the movie to be analyzed.

E. Data Analysis Procedure

There are three concurrent flows of activity to analysis the data (Miles, Huberman, & Saldana, 2014) :

1. Data Condensation

Data Condensation is the process of selecting, focusing, simplifying, abstracting, and transforming the data that appear in the full corpus (body) of written-up field notes, interview transcript, documents, and other empirical materials. In this process, researcher selecting part of the script, focusing on utterances that contain gender stereotypes, then simplifying and transforming the data by taking part of the script which utterances contain gender stereotypes.

2. Data Display

A display is an organized, compressed assembly of information that allows conclusion drawing and action. In this process, researcher display the selected script by organize it into texts and tables.

3. Drawing and Verifying Conclusions

The qualitative analyst interprets what things mean by noting patterns, explanations, causal flows, and proporsitions from the start of data

collection. Conclusions are also verified as the analyst proceeds. Verification may be as brief as a fleeting second thought crossing the analyst's mind during writing, with a short excursion back to the field notes; or it may be thorough and elaborate, with lengthy argumentation and review among colleagues to develop "intersubjective consensus" or with extensive efforts to replicate a finding in another data set. In this process, researcher analyze, elaborated and interprets selected scripts, then verify them with relevant theories.