

CHAPTER III

RESEARCH METHOD

A. Problem Approach Method

This study uses qualitative research. According to Sugiyono (2016) qualitative research methods are research methods used to examine the conditions of natural objects where the researcher is the key instrument. This study used a qualitative descriptive research method using the sociology of literature approach in binary opposition. According to Bahardur (2018) the descriptive analysis method aims to analyze the contents of literary texts that present various social symptoms as well as provide an interpretation of these symptoms. The writer takes the sociology of literature as the approach since this study concerns about the social reality that exists in society. Therefore, this approach is hoped to be able to describe that thing in a deeper analysis.

B. Research Background

The writer takes Korean movie 'Parasite' as the object to be analyzed because this film received many awards both from within the country and abroad. 'Parasite' won the Palme d'Or at the Cannes Film Festival in 2019. 'Parasite' also won the best foreign language film category at the 77th Golden Globe Awards. This win was the first Korean film to win a major Hollywood award. Then recently, at the 2020 Oscar, Parasite won 4

trophies at once, such as for the category Best Picture, International Feature Film, Best Original Script, and Best Director.

Apart from winning many awards, Parasite also carries an extraordinary and very interesting theme to be the object of research. Parasite tells about the social inequality that exists in South Korea which is packaged in a dark comedy film. The scenes in this film are also very interesting and not easy to predict. At the beginning, the scene made the audience laugh because of the subtle insinuations between the poor and the rich. But at the climax of the film, the audience is very tense and it is impossible to laugh because of the sudden murder scenes. These things make the writer want to make Parasite a research object.

The film 'Parasite' is directed by Bong Joon-ho whose works concentrate on social criticism. This can be seen from his previous works, such as 'Memories of Murder', 'The Host', 'Mother', 'Snowpiercer' and 'Okja'. His works focus on social criticism, especially regarding the resistance of the lower classes against the upper class or the elite class.

C. Research Focus

This final project takes korean movie 'Parasite' as the object to be analyzed. This film received many awards both from within the country and abroad. Appreciation should be given to Bong Joon-ho, the outstanding director in this film Parasite, Hong Kyun-pyo as the Director of Photography and Jung Jae-il, Choi Tae-young and Kang Hye-young as

the music directing team and effects engineer. Not only for directors and other behind-the-scenes teams, high appreciation also deserves to be given to actors and actresses who make the imaginations of the director very real, like Song Kang-ho, Jang Hye-jin, Choi Woo-shik, Park So-dam, Lee Sun-kyun, Cho Yeo-jeong, Hyun Seung-min, Jung Hyeon-jun, Lee Jung-eun, Park Myung-hoon, Park Geun-rok, and Park Seo-joon.

D. Data Sources

The data source of this study was obtained from the Korean film *Parasite*, directed by Bong Jon-hoo. Generally, this film tells about social issues that exist in South Korea, that is social inequality. *Parasite*'s story begins with the Ki-taek's family, which consists of four unemployed people with a gloomy future. Their family is even willing to fold pizza packets for their survival. One day, Ki-woo, the eldest boy in the family, is recommended by his friend who is a student from a prestigious university to become a high-paying private English tutor. The offer then opened up hopes for Ki-woo and his family to pocket a steady income. With the full blessing and high hopes of the family, Ki-woo, armed only with fake student documents, heads to the rich Park family's house for an interview. Ki-woo meets Yeon-kyo, the young mistress of the house while arriving at the home of the owner of the global IT Company. After that meeting, a series of events began. One by one, the Kim family entered the Park Family's life until some terrible and unwanted events occurred.

E. Data Collection Techniques

The collection technique is carried out through the stages of watching and understanding the film as a whole. After that, the writers carried out the analysis, recording, and grouping the analysis by category.

F. Data Validity Techniques

In this study, the technique used by the writer regarding the validity of the data is the triangulation technique. According to Sugiyono (2010), triangulation in a study is defined as checking data from various existing sources in various ways and times. Triangulation techniques can be done in several ways, including source triangulation, method triangulation, research triangulation, and theory triangulation. Meanwhile, the triangulation technique used in this study is a theoretical triangulation technique that utilizes two or more theories to be combined. The data collected through the technique of watching, listening, understanding, and taking notes. Furthermore, the theories are then combined and matched to check the data that has been obtained so that their validity can be accounted for.

G. Data Analysis Techniques

The data analysis technique begins by analyzing the intrinsic elements that exist in the film, such as themes, settings, plots, and characters. After that, it is followed by making binary opposition from the characteristics of the

characters in the film. Then, based on binary opposition, the writer will analyze the social effects especially on social behavior of individuals with individuals, individuals with groups, and groups with groups that appear in the film. Analysis of the analyzed data is distributed with the stages of study and interpretation to induce the meaning of the text. The analysis is distributed on the binary opposition given among the Korean film 'Parasite', hence the opposition is reversed by showing the mutuality between the opposites and at constant time proposing inverse privileges. The next step is to introduce new ideas that have not been found among the previous categories.