

CHAPTER III

RESEARCH METHODOLOGY

A. Research Method

The proposed study aims to analyze the portrayal of liberal feminist values in the main character of the "*Moana*" movie through a research methodology that includes a literature review, content analysis, feminist theory analysis, qualitative data collection, coding and analysis, and interpretation and discussion. The objectives of the study are to explain the characterization of the main character and analyze her embodiment of liberal feminist values. Through these methods, the study seeks to provide insights into how the character Moana reflects or challenges liberal feminist ideals within the narrative of the film.

Sugiyono (2011) stated that qualitative methods, rooted in positivist scientific philosophy, involve researchers as primary instruments to examine natural phenomena by gathering samples and data sources.

Qualitative research, as employed in this study, focuses on analyzing social and humanitarian conditions through language-based data. Moleong (2007) emphasizes that qualitative methods aim to comprehensively understand behaviors and actions through descriptive language within specific natural contexts, employing diverse scientific approaches.

Approach types used in this research is descriptive, it is related to the data used in this research is words rather than numbers. In this approach, greater emphasis is

placed on the research process rather than solely on the final outcomes. The researcher serves as the primary instrument in this study, actively engaging as a full participant throughout the research process.

B. Object of the Study

The writer uses the liberal feminism theory to develop by Alison M. Jaggar(2018) who states that women have the same rights as men as follow; (1) Women have the same natural rights as men, (2) women have massive impact to develop in educational equality, (3) women or men could gain professional equality, (4) women and men hold an ownership goals, and (5) women are also rational creature as a man.

1. Alison M. Jaggar Theory

a. Women have same natural rights as men

When women are treated the same as men, as some feminists have recommended, they are often disadvantaged because they are judged against a male standard. On the other hand, when women are treated differently from men, as suggested by other feminists, even so-called special benefits or protections can have negative effects. These measures may reinforce existing gender stereotypes, obscure differences among women, and maintain the status quo. As a result, both approaches can continue to perpetuate women's subordination.

- b. Women have massive impact to develop educational equality

These alternatives might be viewed as advancing a more nuanced understanding or even going the traditional ideal of equality. Notably, the most insightful contributions to the feminist equality discourse have been made by legal theorists working to translate feminist ethical and political ideas into actionable legal frameworks. In "Reconstructing Sexual Equality," Christine A. Littleton provides an in-depth examination of the strategies devised by feminist legal theorists, classified them into either symmetrical or asymmetrical models.

- c. Either women or men could gain professional equality for better life

The apparent biological differences between the sexes are often associated with women's reproductive abilities, with pregnancy and childbirth being the most evident and frequently discussed distinctions. In the notable case of *Gilbert v. General Electric* (1976), many feminists contended that a disability plan excluded pregnancy and childbirth-related disabilities was discriminated unfair to women. This argument persisted even though the plan would similarly not cover any man who became pregnant.

- d. Both of women and men hold similar personal goals

Symmetrical models focus on the similarities between men and women, advocate for equal treatment of both under the law. In contrast, asymmetrical models support the legal acknowledgment of differences between the sexes. Christine A. Littleton proposes an "acceptance," model

of sex equality, which is an asymmetrical approach. This model recognizes existing differences between the sexes and aim to make them socially "costless." Littleton argues that choices typically made by women like pursuing traditionally female roles or less demand jobs to manage family duties, should not be more costly than traditionally male decisions.

- e. Women are defined as rational creature to take control as men do
A comparable example is a supposedly neutral ordinance that bans firefighters from breastfeeding between calls, which appears to apply "equally" to both male and female firefighters. In the domestic realm, recent feminist discussions have questioned whether true justice is achieved by treating men and women identically, as seen in debates over no-fault divorce.

2. Cultural Background in *Moana*

"*Moana*" draws deeply from the cultural background of Polynesia, a vast region in the Pacific Ocean encompassing islands like Hawaii, Tahiti, Samoa, and New Zealand (Aotearoa). The film intricately weaves together elements from various Polynesian cultures, highlighting their shared heritage while respecting their distinct customs and practices. Central to this depiction is the art of wayfinding, where Polynesians navigate using stars, ocean currents, and wildlife, showcasing their profound connection with the environment and expertise in maritime exploration. Mythology and legends play a pivotal role,

with characters such as Maui, a shape-shifting demigod, and TeFiti, the goddess of creation, embodying Polynesian oral traditions and beliefs.

Communal rituals like traditional dances, chants, and ceremonies celebrate Polynesian history and values, reinforcing social cohesion and cultural identity. Artistic expressions such as intricate tattoos and craftsmanship reflect deep symbolic meanings that connect individuals to their ancestry and spiritual beliefs. Values like respect for nature, family honours, and spirituality permeate daily life, influencing characters' motivations and decisions. Through its authentic portrayal of these cultural elements, "Moana" not only entertains but also educates audiences about the diversity and richness of Polynesian heritage, emphasizing its importance in preserving and celebrating these traditions for future generations.

C. Source of Data

The primary data source for this study is the movie "Moana" itself. The researcher will gather relevant scenes, dialogues, and character interactions from the film to analyze the depiction of liberal feminism. Additionally, secondary sources such as academic articles, critical analyses, and reviews of the movie may be consulted to provide context and theoretical frameworks for the analysis. These sources will help in identifying various forms of liberal feminism as portrayed in the movie and understanding the factors contributing to them.

D. Procedures of Collecting the Data

The research data were obtained through a qualitative content analysis approach, utilizing the documentation technique for data collection. As described by Sugiyono (2013), this technique involves gathering documents such as pictures, videos, films, biographies, sketches, etc., to acquire research data. In this study, the writer utilized the transcript of "Moana" as the primary document for data collection. Furthermore, the writer is about to follow the steps below:

1. The writer watched the film and read the script of *Moana*.
2. The writer makes a note to identify the types of feminism.
3. The writer identifies the effects contained in the speech.
4. The writer classifies the data, choose the types of feminism.
5. The writer analyzes the cause of feminism.

E. Procedure of Analyzing the Data

The data is analyzed using Levinson (1983: 27). This approach is employed to identify the speech acts present in the drama. Finally, the writer described and analyzed the data to determine the liberal feminism values of the main character in *Moana*. Additionally, the writer organized the data for analysis by transcribing the speech video and sorting the data according to various types and information. The steps are outlined below:

1. Reading all the data to provide general sense of information from the data.
2. Coding all the data. It involves taking text data, segmenting sentences into categories, and labelling the categories.

3. Generating description in qualitative narrative.
4. Representing the description into interpretation of meaning of the data.