

CHAPTER III

RESEARCH METHOD

A. PROBLEM APPROACH

In research, it is important for us to follow existing rules to ensure the validity of the research results. According to Sukiati (2016) Research methodology is a structured method or steps in carrying out scientific research with the aim of achieving the desired results. Therefore, without a research methodology, researchers will have difficulty finding, formulating, analyzing, or solving problems related to uncovering the truth in their research. The aim of a research methodology is to find a suitable technical way for research to answer statements through the use of scientific procedures. The importance of stating the research objectives clearly and concisely is to provide clear direction in the implementation of the research.

Besides that, Suryana (2012) states that research methodology is a series of procedures or steps used to obtain scientific knowledge. This is a systematic approach to developing knowledge, while research techniques refer to the ways used to apply these research methods. Research methods generally cover the various types of research that exist.

The problem approach method is the stages set to solve or overcome problems in research with the aim of achieving the expected results of the research objectives. In this research, researchers used a qualitative descriptive approach. The descriptive approach referred to is research that aims to collect

information about the state of a phenomenon at the time the research is carried out without the intention of making general conclusions or generalizations (Hikmawati, 2017).

This descriptive research aims to provide a more in-depth, detailed and comprehensive picture of the subject or object being studied. Usually, this method is used to solve problems or answer questions by collecting data, analyzing information, classifying it, drawing conclusions, and presenting research results reports. This method has various ways to display the data or results obtained, including the use of graphs, tables, pictograms, diagrams, as well as statistical calculations such as mean, mode, median, standard deviation and percentage.

Qualitative research is a research method aimed at exploring and understanding phenomena carefully and complexly. In this approach, researchers focus on a deep understanding of the context, significance and experiences of the subject being researched. This qualitative research approach relies on data consisting of narratives, detailed stories, expressions and constructions from respondents or informants. This data is usually obtained through data collection techniques such as in-depth interviews and observation.

Sutopo (2021) explains that the definition of qualitative approach research is an effort to describe and describe phenomena, events, social activities, attitudes, religion, beliefs, perceptions and thoughts of individuals and groups.

Various descriptions are used to develop principles and explanations that can be concluded. The qualitative approach has an inductive nature, where the researcher allows problems to emerge from the data obtained or leaves it open to interpretation. Data was collected through detailed observations, including detailed descriptions in context along with data obtained from in-depth interviews, as well as analysis of the data.

Therefore, qualitative methods are very appropriate to combine with descriptive methods, because the data obtained can be immediately processed through literature reviews and problems and solutions can be identified using theories found from various reference sources such as books and articles from internet media. A qualitative approach is very appropriate to use in social domain research. Research that applies qualitative methods is more efficient because it does not rely on statistical data which must be analyzed in numerical form, as is done in quantitative methods. Qualitative methods are more suitable for investigating aspects of a social nature, such as works of art, literary works, culture and other social phenomena.

The following is the approach technique used in this research :

1. Research Setting

Setting research is the process of investigating and analyzing the elements that influence the arrangement or setting in a work of art in the form of a movie, book or other work of art. This process involves in-depth exploration of various aspects of the setting that influence the atmosphere,

context, and overall experience for the viewer or reader. In the movie itself, setting research includes investigating the shooting location, the time period in which it was made, set design, and cultural conditions that could have an influence on the movie.

The objects of this research are the movies *Snow White And The Seven Dwarfs (1937)* and *Snow White And The Huntsman (2012)*. The research setting on the movies "*Snow White and the Huntsman*" and "*Snow White and the Seven Dwarfs*" involves a variety of factors, including shooting location, set design, era of production, and the cultural context in which the two movies were produced. In "*Snow White and the Huntsman*" (2012), the setting research included selecting movieing locations to create a dark and mysterious fantasy world atmosphere, as well as set design that presented a modern and dramatic aesthetic. The production is in the 21st century, utilizing special effects technology to create an immersive visual experience. The cultural context may include the influence of European mythology and folklore on which the story of Snow White is based.

Meanwhile, in "*Snow White and the Seven Dwarfs*" (1937), the research setting focuses more on the style and cultural values of that period. Movieing locations were primarily limited to Disney's animation studios. Cultural aspects related to the influence of European literature and folklore as ideas, as well as the economic situation at that time which might influence the storyline and message to be conveyed in the movie.

2. Research Focus

According to Galang (2016) research focus is a form of question that highlights the main area or topic being investigated in the research. These questions must be based on clear reasons, in accordance with the researcher's qualitative approach. The focus of this research is to analyze the comparisons in the movies *Snow White And The Seven Dwarfs (1937)* and *Snow White And The Huntsman (2012)*. This comparison will be based on the differences and similarities in the story structures of the two movies. This research will also discuss how the main characters in these two movies are represented.

3. Data Source

To obtain comprehensive, clear, accurate and valid information and data about research objects, it is important to use appropriate data types and sources. According to Rahmadi (2011) data source is the origin from which information is collected. This can be an individual, object, or location that is the focus of observation, reading, or research study related to the topic being investigated. The following is the data that researchers used in this research, namely :

a. Primary Data

Data obtained directly by researchers from original sources. Therefore, data sources in this context are sources that have a direct understanding of the phenomenon being studied. In this research, the primary data source consists of two movies, namely "*Snow White And*

The Seven Dwarfs" (1937) and "Snow White And The Huntsman" (2012). The data obtained by the researcher came from the researcher's observations of the research object. Documentation or images and script from these movies are used to support or validate the data obtained.

b. Secondary Data

Secondary data sources are data collected by researchers directly to support information from primary sources. This means the source is not primary but can provide support. This data can be in the form of documents, confessions, or interviews with second parties as informants who support the data. In this research, secondary data sources include journal articles, books, opinions, or theories from experts relevant to the research topic. Secondary data is collected from various reliable sources, then analyzed.

4. Data Collection Technique

Data collection techniques are certain procedures for obtaining relevant and accurate data. This means that data collection techniques require strategic and systematic steps to ensure the validity and relevance of the data obtained (Nashrullah et al., 2023).

Data collection techniques aim to collect relevant information and facts to support the author's research. In general, data is obtained through observation, interviews, documentation, tests and other methods.

Therefore, researchers are required to collect data carefully and understand it well so that the data can be proven to be accurate.

In this study, researchers used direct observation techniques by watching the movies *Snow White And The Seven Dwarfs (1937)* and *Snow White And The Huntsman (2012)* repeatedly, then the researchers documented these two movies by recording or taking pictures per scene, for later analyzed and compared these two movies.

5. Data Analyzing Technique

In this study, the data analysis techniques used by the researcher are as follows :

a. Observing

Researchers obtain data by watching the movies *Snow White And The Seven Dwarfs (1937)* and *Snow Snow White And The Huntsman (2012)* repeatedly, then researchers examine the narratives of both movies. After that, researchers will document scene by scene and scripts that are useful for research data that will answer questions from the study.

b. Data Analysis

The researcher analyzes the data that refers to the research questions to be described later. In this stage, the researcher examines the data related to the main problem in the study, namely the plot and the main characters in both movies. Then the data is compared based on the concept of comparative theory to find the differences and similarities in the two movies.

c. Conclusion

After all the data was analyzed and described, the researcher concluded the research topic based on the theoretical framework applied in this study.

6. Limitation Of Research

Research limitations are limits or weaknesses that exist in the research itself. This limitation research is designed to direct the discussion to be more focused and specific, so as to enable a more in-depth analysis of one particular perspective.

In this research, *Snow White And The Seven Dwarfs (1937)* and *Snow White And The Huntsman (2012)* have limitations, namely *Snow White and the Huntsman* and *Snow White and the Seven Dwarfs* were produced in different periods and used different technology also. These differences can impact the quality of visuals, special effects, and other aspects of production, making direct comparisons between the two difficult.