CHAPTER 3

RESEARCH METHODOLOGY

3.1 Type of Research

The main purpose of this research is to analyse the application of the element of the short story and Todorov's narrative theory in *Avatar* movie. The writerwatched the movie, understood the story, then put them into the group of the short story elements.

Furthermore, the writer also got the parts which applied the Narrative Theory. The writer analysed the movie by interpreting it. The interpretation inthis study can be categorised as qualitative research. Cresswel (1994)defined qualitative research as an interpretative research. It is a way to to analyse the data based on the writer's interpretation and understanding. The interpretation is not only based on the writer's knowledge, but it has to be based on the related theory that is used for the study. The writer has to be able to find the relation between the data and the theory, then makes the analysis based on it.

3.2 Data Source

The writer took the data for the analysis from the following movie:

Tittle   : *Avatar*

Director   : James Cameron

Genre   : American comedy-drama film

Company   : 20th Century Fox

Release Date   : December10, 2009

Running Time : 2hours41 minutes

Country   : United Kingdom

               United States

Language   : English

3.3 Method of Data Collection

The writer used*Avatar* movie as the material to be analysed. The writer analysed the parts of the movie which had the elements of the story and to find out which part had the stages of narrative theory (Todorov, T; Weinstein, A, 1969).

3.4 Procedure

By using the data obtained from the movie, the writer did several analyses. They were as follows.

- The writer watched*Avatar* movie more than one time so that he could understand the movie better.

- The writer got the parts of the narrative theory.

- The writer explained which of the elements of the story used and the parts of the movie which were matched to Todorov's narrative theory.

3.5 Method of Data Analysis

By using the data obtained from watching *Avatar* movie, the writer did several analysis as follow :

1. The writer selected the parts of the movie which matched with Todorov's theory.

2. The writer put the parts of the movie into the five stages accordingly.

3. The writer explainedeach of the stages.