

CHAPTER III

RESEARCH METHODOLOGY

3.1. Sources

In this thesis, the writer used two kinds of visual data. First is the primary visual data from *Marvel Agent Carter* Season 1 Series. Here the details of primary visual data:

Starring	: Hayley Atwell
Created by	: Christopher Markus and Stephen McFeely
Title	: Marvel's Agent Carter session 1
No. of Episodes	: 8
Genre	: Action / Adventure Superhero fiction Drama
Country of Origin	: United States
Original of Release	: January 6 – February 24, 2015

Second is the secondary visual data obtained from books and articles. The writer used qualitative research, to effectively identify the relevant factors such as social norm, socioeconomic status, gender role, ethnicity, and religion. Qualitative research concerned with developing explanations and social phenomena (Degu & Yigzaw, 2009, p. 3). The analysis of data based on library research that is a research in which the sources are gained from written sources such as books, articles, online articles, etc.

3.2. Research Procedure

There are two steps to go through in doing this research. First is the method in data collection and second is in the data analysis. The steps in data collection are the writer chooses *Marvel Agent Carter* as the subject of the research, then downloaded it, use gender stereotype and Girl Power theory by Rebecca Hains to be applied to the characteristic of Peggy Carter and the last is the writer watched *Marvel Agent Carter* in terms to find Peggy Carter gender stereotyped experienced and Girl Power.

Second are the steps in doing data analysis. The writer watched 8 episodes of *Marvel Agent Carter* session 1, capture and take some important scenes that supported Girl Power, then did the same things related to secondary visual data, and the last is analyzed some important scenes using feminism approach.

