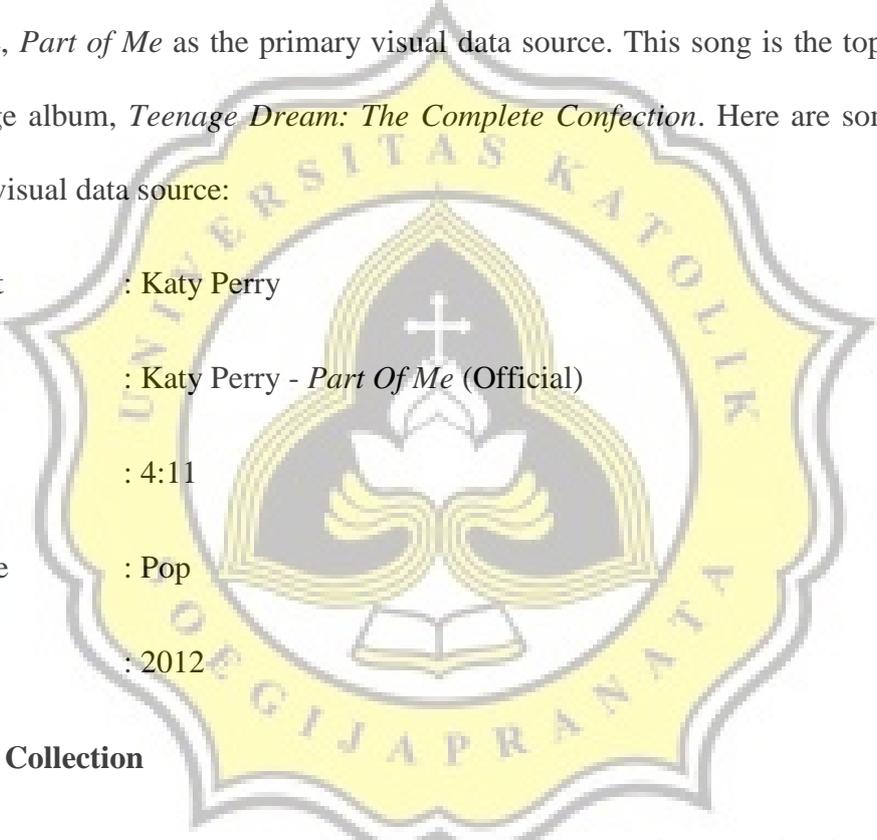


CHAPTER III

RESEARCH METHODOLOGY

3.1 Source

The primary data source is taken from Katy Perry's official music video, *Part of Me*. In the making of this research, the writer has selected an official music video from Katy Perry with the title, *Part of Me* as the primary visual data source. This song is the top single from her repackage album, *Teenage Dream: The Complete Confection*. Here are some details of the primary visual data source:



Artist	: Katy Perry
Title	: Katy Perry - <i>Part Of Me</i> (Official)
Time	: 4:11
Genre	: Pop
Year	: 2012

3.2 Data Collection

The data were collected through the scenes on *Part of Me* music video. The writer focuses on Katy Perry as the protagonist character. There were four steps taken to analyze Katy Perry's official music video, *Part of Me*. This analysis has involved the primary data source to be analyzed. First, the writer decided to choose *Part of Me* music video to be analyzed as a subject to this research. Then, the writer watched the primary visual data which is the official music video. In the way, the writer captured and collected some of important moments in the music video that support the Susan Bordo's theory in her book, *Unbearable*

Weight: Feminism, Western Culture, and The Body. Next, the writer compiled and gathered information from Susan Bordo's book with the title *Unbearable Weight: Feminism, Western Culture, and The Body*. The last procedure in this research was analyzed and interpreted the important moments in the music video or the primary data source based on Susan Bordo's theory in *Unbearable Weight: Feminism, Western Culture, and The Body*.

3.3 Data Analysis

In research analysis, usually there are two types of data collection: quantitative and qualitative analysis. According to Flick, qualitative analysis is the classification and interpretation of a material to find out the meaning or what is represented in it (2013, p. 5). It means that the aim of qualitative research is based on human understanding and perception rather than based on numbering data and variables. In this study, the writer will apply qualitative method. Qualitative method is chosen since this research is done to interpret and understand the meaning of the music video through personal viewpoint. By capturing and observing some of the important moments in Katy Perry's music video, the writer is mainly focus on her struggle in becoming a marine. Then, the writer linked the transformation and struggle from the music video with Susan Bordo's theory in her book, *Unbearable Weight: Feminism, Western Culture, and the Body*. Furthermore, the writer completed a conclusion about the appearances, transformation, and her struggle of Katy Perry as a character in *Part of Me* music video.