

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

This research used qualitative as a method for collecting data. In the qualitative approach according to Creswell (2003), the researcher will make claims from different perspectives: constructivist (learning about social and history of an individual in order to make a theory), advocacy/participatory perspectives (observing from political, conflict, collaborations, and change or growth) or in some cases using both perspectives. There are several ways to collect data by qualitative approach: doing an observation, comparing available data or case studies, studying the phenomenon, and studying participants, so qualitative data does not contain numbers but traits and definitions. In this study, the writer used a qualitative approach to observe the chosen character in the film to obtain the necessary data to conduct analysis.

3.2 Method of Data Collection

This section contains the source of the data, the procedure in data gathering, and the method the writer used in conducting analysis.

3.2.1 Source of Data

The writer used the film *The Ron Clark Story* as the primary source of data for this research. The detail of the film is mentioned below.

Title: The Ron Clark Story

Author: Annie deYoung & Max Enscoe

Director: Randa Haines

Genre: Biography, Drama

Duration: 96 Minutes

3.2.2 Procedure

To start, the writer will watch the film for the first time. After the writer finishes watching, he will write about the summary of the film (plot, character, and some important scenes). The purpose of this is to gain a basic understanding of the film. Then, the writer will start choosing the possible character which later will be characterized.

After choosing the candidate character, the writer will repeatedly watch the film to understand the plot and the characters better. During the repeated watch, the writer needs to observe the chosen character in more detail specifically their appearance, action, dialogue, voice, changes or growth as the story progress, and role. This action will help the writer to gain more accurate data and proof.

After all the data are collected and compiled, the writer will start analyzing the character using characterization theories. Lastly, the writer will make a conclusion based on the analysis.

3.3 Method of Data Analysis

In this research, the writer uses characterization theory found in Rimmon-Kenan and Boogs & Petrie to analyze the film. The aspects of characterization used to analyze Ron Clark are the appearance, dialogue, action, environment, and explanation from other characters.