CHAPTER III

METHOD OF DATA COLLECTION AND ANALYSIS

The main purpose of this research is to describe the hedonic lifestyle in the film *Crazy Rich Asian* by Jon M. Chu. I use a qualitative method. The primary data is obtained from the film *Crazy Rich Asians.*

3.1 Source of Data Collection

In this thesis, I will use the Crazy Rich Asians by Jon M. Chu. Below are the details of the primary source of this thesis.

Title	: *Crazy Rich Asians*
Director	: Jon M. Chu,
Producer	: Nina Jacobson, Brad Simpson, John Penotti
Writer	: Kevin Kwan
Stars	:Henry Golding, Gemma Chan, Nico Santos, LisaLu, Awkwafina, Ken Jeong, and Michelle Yeoh
Company	:SKGlobal Entertainment, Starlight Culture Entertainment, Color Force, Ivanhoe Pictures, Electric Somewhere.
Release Date	: August 7, 2018
Running time	: 120 minutes
Country	: United States
Language	: English
Genre	: romantic comedy-drama film

To get the film, I downloaded it from Google via the Internet Download Manager. I used library research in this study. Library research is research in which the sources are obtained from written sources such as books, journals, and online articles. I used books, journals, and online articles to analyze this study.

3.2 Type of Research

This type of research is qualitative. I say qualitative because this research cannot be analyzed and calculated using numerical. According to Jackson,

Drummond, & Camara (2007, p. 23-24), qualitative research objects based text or social objects such as films and photographs. Qualitative research, responds to what was said and how something was said. I used qualitative research specifically by applying the sociological approach. According to Jadhav & Hall (2014, p. 658), literary works including films are social products, and the thoughts and feelings found in the literature are conditioned and shaped by the created cultural life by the community. The sociological approach looks at the relationship of literary works (films) with the community. What happens in the film (although imaginative and creative works) should be a description of existing or social phenomena that occur in society.

3.3 Data Analysis

In this study, I watched the film and took some notes from the film. I categorize the scenes in this film with the theories that I have. I interpreted this film and I matched it with the theories. In this thesis, I only focus on the hedonic lifestyle that is shown by each character in the film. I analyze how the hedonic lifestyle is described in this film. I chose three characters that highlight the hedonic lifestyle. Then, I categorize the categories with factors and impact theory that I already have. To support this analysis, I use the hedonism theory. This approach is related to this thesis.