

## CHAPTER III

### METHOD OF DATA COLLECTION AND ANALYSIS

#### 3.1 Type of Research

The purpose of this study is to identify the oppressions and class conflict in the film *SpongeBob SquarePants*. The writer used a qualitative research because according to Flick, Ernst, & Ines (2004, p.8), qualitative research despite, the growing importance of visual data sources such as photos or films, qualitative research is predominantly a text-based discipline, produces data in the form of texts –...” It means that this method is the suitable method in helping the writer to find data from photos, films or texts.

#### 3.2 Data Collection

The main purpose of this research is to find out the actions done by the characters in *SpongeBob SquarePants* that showed oppressions and class conflict. Therefore, the primary source of this study is the film originated from Nickelodeon.

In collecting the data, I also used library research, which has a wide range of facilities and resources available. Blaxter, Hughes & Tight explains:

There is no doubt that the opportunities for searching information via the internet are enormous. Indeed, the accessibility of this information makes it a very attractive source for research...using the internet needs to be systematic and carefully managed, and requires you to keep an eye on the quality of the information you are accessing (1996, p. 107).

In the library research, the writer not only used books but also pdf articles from journal available in the internet to complete the writer data analysis for the research.

### 3.2.1. Material

In this research, the writer used the cartoon film from *SpongeBob SquarePants Episode: "Drive Thru"*. Below are the details of the primary source of this research.



Title : SpongeBob SquarePants Episode: Drive Thru  
Director : Stephen Hillenburg  
Type/Genre : Cartoon, Animation, Comedy, Family  
Company : Nickelodeon  
Running Time : 12.18 minutes  
Year of Publish : 2017  
Country : United States  
Source :  
[https://www.youtube.com/watch?v=\\_hDvWCuOOJM](https://www.youtube.com/watch?v=_hDvWCuOOJM)

### 3.2.2. Procedure

An analysis requires a procedure to help researchers define the steps taken. My research procedure follows the following steps:

1. Downloaded SpongeBob SquarePants Episode: Drive Thru from [www.youtube.com](http://www.youtube.com) and downloaded the subtitle in [www.subscene.com](http://www.subscene.com)

2. Watched the cartoon film intensely while taking notes on which scenes show Marxism
3. Classified SpongeBob SquarePants film in accordance to Marxist theory of the Bourgeoisie, proletariat, and class conflict.
4. Analyzed SpongeBob SquarePants by relating it to the problem formulations the writer made for *SpongeBob SquarePants Episode: Drive Thru*.

### **3.3 Method of Data Analysis**

The method used for this analysis was qualitative method. In this study, the writer analyzed the oppressions exercised by Mr. Krabs, the powerful and the owner of the capital, and the representation of two different social class, the bourgeoisie and the proletariat. All of the analysis were framed in Marxism analysis of oppressions in capitalist industry.

