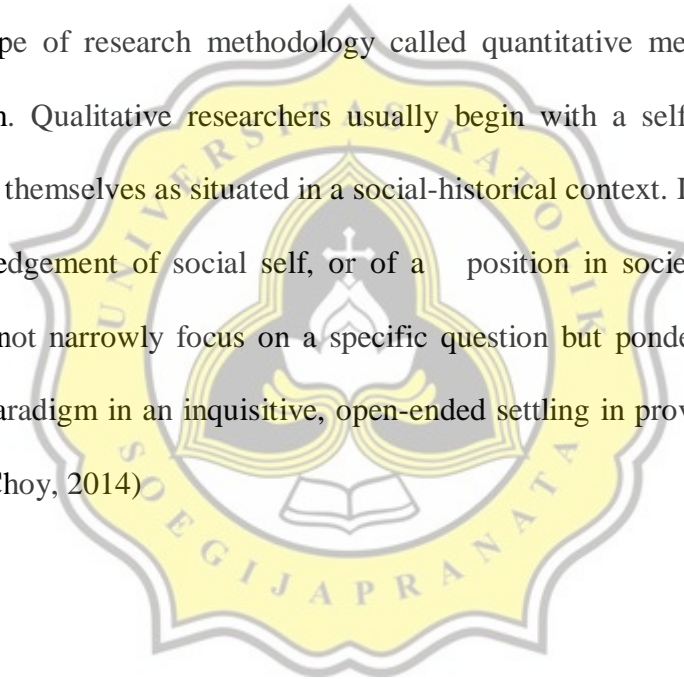# CHAPTER 3

METHODOLOGY

Research is a process of finding the information about something. Research is an academic activity so the term should be used in the technical sense. Research in the normal language refers to a search for knowledge.

3.1. Research Design

The writer used a qualitative method to study this *anime*. However, there is also another type of research methodology called quantitative method and also a mixed approach. Qualitative researchers usually begin with a self-assessment and reflection about themselves as situated in a social-historical context. It is a highly self-aware acknowledgement of social self, or of a   position in society. This type of approach does not narrowly focus on a specific question but ponder the theoretical philosophical paradigm in an inquisitive, open-ended settling in proves as they adopt a perspective (Choy, 2014)

3.2. Method of Data Collection

3.2.1 Source

The object of this study is the *anime Magi: Sinbad no Bouken*

Title : Magi: Sinbad no Bouken

Type : TV series

Genres : Action

Adventure

Fantasy

Magic

Shounen

Producers : Aniplex

Mainichi Broadcasting System

Shogakuakan

Studios : Lay-duce

Running Time : 24 minutes/episodes

Years Aired : April 16, 2016 to July 2, 2016

Total Episodes : 13

Country : Japan

3.2.2 Procedure

The writer did several procedures to collect data:

1. The writer watched all episodes from *Magi: Sinbad no Bouken*

2. The writer learned all episodes to find out the intrinsic elements contained in the series, especially the plot.

3. The writer collected data information related to the study through library and document research.

3.3. Data Analysis

In this research, the writer focused on the intrinsic elements of *Magi: Sinbad no Bouken,* especially on the description of the plot, the characters, and the settings. The first step, the writer analysed the data to find out the plot. Then, the writer interpreted the data and concluded the data.