

CHAPTER III

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

In order to further analyse the data in this research the writer used a qualitative method for this research. The writer used a qualitative method because it includes data collecting and interpretation for this research.

3.2 Data Collection

The purpose of this study is to identify the communication of Javanese women and Javanese local wisdom shown in *Tilik* short film. The writer used qualitative research because it uses verbal data and other non-numeric data as the basic analysis and in solving the problems that are studied. This study is classified as a qualitative analysis because the writer analysed *Tilik* short film which involved interpretation of the data from the film.

3.2.1. Source

The purpose of this study is to identify the Javanese women's communication and Javanese local wisdom in the short film *Tilik*. In consequence, the primary source of this study is the film produced by Ravacana Film with the title *Tilik*.

In collecting the data, the writer also used library research, which has a wide range of facilities and resources available. In the library research, the writer not only used books but also pdf articles from journals available on the internet to complete the writer's data analysis for the research.

In this research, the writer used the short film *Tilik*. Below are the details of the primary source of this research.

Title	: <i>Tilik</i>
Director	: Wahyu Agung Prasetyo
Type/Genre	: Drama
Company	: Ravacana Film
Running Time	: 32.34 minutes
Year of Publish	: 2020
Country	: Indonesia
Source	: https://www.youtube.com/watch?v=GAyvgz8_zV8

3.2.2. Procedure

Analysis requires a procedure to help researchers define the steps taken. The researcher's procedure follows the following steps:

1. Searching the short film *Tilik* on www.youtube.com with English subtitles.
2. Watching the short film thoroughly whilst investigating the issues of how Javanese women communicate and some local wisdom they may represent in the short film *Tilik*.
3. Searching for some theories that could be used for this research through the internet.
4. Analysing and interpreting the short film *Tilik* by relating it to the problem formulations mentioned before.

3.3 Method of Data Analysis

In this study, the writer analyzed Javanese women's communication represented in the short film *Tilik* using women in communication theory by Coates (1996), gender stereotypes in communication theories by Copenhaver (2002) and Kiprotich & Rotich (2018); Javanese local wisdom theory by Nugroho (2012) and Kuntjara (2016); and gossip theory by Guendouzi (2015).

