

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

In this study, the writer analyzed the characters of Maleficent so the writer uses qualitative research. Qualitative researchers use an emerging qualitative approach to inquiry, the collection of data in a natural setting sensitive to the people and places under study, and the data analysis that is inductive and established patterns and themes. The final written report or presentation includes the voice of participant and the reflexivity of the problem, and it extends the literature or signals a call for action (Cresswell, 2014).

3.2 Method of Data Collection

This part contains the source and the procedure and the method of data analysis.

3.2.1 Source

The writer used the film *Maleficent* as the primary source of data for this research.

The detail of the film is mentioned below.

Title: *Maleficent*

Author: Elizabeth Rudnick

Director: Robert Stromberg

Genre: Fantasy

Producer: Joe Roth for Walt Disney Pictures

Executive Producer: Angelina Jolie

3.2.2 Procedure

To analyze this film, the writer did some steps as follows.

1. watched the film
2. observed *Maleficent* in more detail to know the characters
3. started analyzing the character using characterization theories.

3.3 Method of Data Analysis

In this research, the writer used characterization theory to analyze the film. The writer analyzed how the characters are described using the theory of Murphy (1972).

