

## CHAPTER 3

### METHOD OF DATA COLLECTION AND ANALYSIS

#### 3.1 Research Design

This research aims to find out the representation of the feminist traits in the heroine and female villain in the *Mulan* film. The writer utilises qualitative data analysis which means “exploring and understanding the meaning individuals or groups ascribe to a social or human problem” as stated by John W Creswell (2009, p. 22). The primary data is obtained from a film entitled *Mulan*.

#### 3.2 Method of Data Collection

The objective of this research is to find out the actions done by *Mulan* as the heroine and *Xianniang* as the female villain characters in *Mulan* film that represent feminist traits. In order to obtain data and information to analyse the movies, the writer watched the *Mulan* film which becomes the primary source of this research and decided on an action or a conversation related to feminist traits.

##### 3.2.1 Source

In this research, the writer used the *Mulan* film by Walt Disney Production. Below are the details of the primary source of this research.

Title : *Mulan* 2020  
Director : Niki Caro  
Genre : Action, Adventure, Drama, Family

Company : Disney  
Release Date : March 9, 2020  
Running Time : 1 hour 55 minutes  
Country : United States

### **3.2.2 Procedure**

There were several steps used by the writer when writing this research. First, the writer watched the *Mulan* film which is going to be the main source of this study. Second, the writer read feminist journals about feminist characteristics and the writer analysed the theory deeply. Third, the writer examined *Mulan*'s film with Zembat's five basic principles of equality, especially the feminist characteristics that exist in *Mulan* and Xianniang's characters. Last, the writer made a conclusion from the data.

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

As already stated in the background of the study, the objects of this study are two women in *Mulan*, the film. By using the data obtained from watching *Mulan* film, the writer examined *Mulan* and Xianniang's characters using Zembat's five basic principles of equality (working to increase equality, expanding human choice, eliminating gender stratification, ending sexual violence, and promoting sexual freedom).