

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

The writer examined and analyzed the data collected using the qualitative research method in this study. As stated by Creswell (2014), qualitative research focuses on data collection, writing, and analysis which chooses from narrative, phenomenology, case study, grounded theory, and ethnography. Therefore, the writer chose a qualitative research design to analyze research questions based on the data collected from the film.

3.2 Method of Data Collection

3.2.1 Source

The primary source of this study is an audio-visual source, the *Moana* (2016) film. The data obtained was in the form of a script and the film scenes, which were analyzed to get more information related to the purpose of this study. Below are the details of the primary source:

Title	: Moana
Genres	: Animation, Adventure, Comedy
Directors	: Ron Clements, John Musker, Don Hall (co-director)
Producers	: Osnat Shurer
Writers	: Jared Bush (screenplay)
Story writer	: Ron Clements, John Musker, Chris Williams
Stars	: Auli'i Cravalho, Dwayne Johnson, Rachel House
Release date	: November 25, 2016 (Indonesia)

Running time : 1h 43m

Country : United States

Language : English

Distributed by : Walt Disney Studios Motion Pictures

3.2.2 Procedure

The stages carried out in collecting the data were as follows:

1. Watching the *Moana* (2016) film

The first thing to do was the writer watched the *Moana* film.

2. Understanding the meaning of the film

Before starting to find answers to the research questions, the writer understood the meaning contained in the film.

3. Taking notes about the problems in the film and how the main character fights for her freedom

In this study, the writer took notes of the dialogues and narrations that expressed the problems and the way Moana fights for freedom.

4. Looking for other data from journals about female freedom

In supporting the writer's opinions, the writer looked for other information related to female freedom from trusted sources such as books and journals.

5. Analyzing the data which has been collected

In finding the answer to the research question, the writer analyzed the data which were collected in the previous stage.

3.3 Method of Data Analysis

In doing the data analysis, the writer identified the problems represented in *Moana* (2016) using the theory proposed by Fadhilah (2012) and Marzuki (2008). Besides, the writer also found how Moana fights for her freedom using the idea by Sumana (2022).

