

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

The writer employs a qualitative research design for this thesis. According to Michael Quinn Patton, there are three techniques/tools/instruments in carrying out qualitative research; interviews, observations, and documents (Patton, 2002, p. 4). Qualitative research design is an analytical design conducted by spending time in the setting of the study or wherever situations of importance to the study (Patton, 2002, p. 4). The characteristics of a qualitative research design are involving unstructured interview, observation, and content analysis; focusing on subjective and inductive dimensions; having a little structure and little manipulation of subject; taking a great deal of time to conduct; keeping little social distance between the researcher and the subject (Flick et al., 2004). The data of the qualitative research consist of people's behavior, activities, and actions or it can be called human experience. Then, the related documents and records are analyzed from the perspective of the writer with the foundation of theories, brought by the writer (Patton, 2002).

3.2 Method of Data Collection

The writer applies the so-called close reading method in collecting the data from the film. A close reading method is known both in literary and cinematic analyses. Cinematic or filmic close reading is a close reading applied to film as the object of analysis (Kuhn & Westwell, 2012). The technique in carrying out the close reading method is by observation. Observation is a valid technique in film analysis. This is conducted by observing some important shots and scenes in the examined film. Jon Lewis (2014) states that a film analysis “begins with close observation focusing on formal elements in the film and how those elements interact” (Kuhn & Westwell, 2012, p. 12). Based on the explanation above, the writer expects an accurate explanation and presents what has been found in the film. The writer used online library research to complete the thesis.

3.2.1 Source

The primary data of this research is the film itself. Other references used function as the secondary data.

Title : *Rampage*
Director : Brad Peyton
Release in : 2018
Genre : Action, Adventure, Science-Fiction
Running Time : 1 hour 47 minutes
Distributor : New Line Cinema, ASAP Entertainment, Wrigley Pictures

Country : United States

3.2.2 Procedure

At this stage, the writer needs to conduct several steps in order to investigate the data in this film. First the writer does close observation and takes notes of the important scenes from the film. Second, the writer formulates the topic. Next, the writer brings forward the research question relating to the topic. Afterwards, the writer collects the data and theories needed to answer the research question. The primary data are taken from the film itself. Then, the writer selects an approach to analyze the topic of the research questions.

3.3 Method of Data Analysis

In analyzing the topic and research question, the writer uses interpretation. The writer identifies the conflict of the film based on the inner-conflict theory of Kelly J. Mays which says that a character who experiences inner-conflict in a literary work will “struggles to reconcile two competing desires, needs, or duties, or two parts or aspects of himself” (Mays, 2018, p. 76) by interpreting shots and scenes where the protagonist experienced the conflict in the film. The writer analyzes how far the protagonist deals with the moral of the protagonist from the perspective of moral approach. Then, it comes to the conclusion.