

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

This chapter contains research design, method of data collection, and method of data analysis. Therefore, this chapter is divided into three sections accordingly.

3.1 Research Design

In this study, the writer used a qualitative research method to identify discrimination experienced toward three Afro-American women in *Dreamgirls* films. Creswell (2018) explains qualitative analysis as research that is dependent on the text, uses specific data analysis techniques, and incorporates a variety of design elements. Data collecting, writing, and analysis are the main areas of concentration in qualitative research. These methods include ethnographic, deductive approach, phenomenology, case studies, and narrative.

3.2 Method of Data Collection

This study's primary data is based on the film *Dreamgirls*, directed by Bill Condon. The data was collected from watching a *Dreamgirls* movie, doing library research, and analyzing the movie.

3.2.1 Source

In this thesis, the writer used *Dreamgirls*, a film about three Afro-American women who work in the entertainment industry in America. This film depicts working life in America in the 1960s. Three Afro-American women experience double discrimination as women and as black people. The details of the movie are as follows:

Title : Dreamgirls
Director : Bill Condon
Company : DreamWorks and Paramount Pictures
Released Date : December 4, 2006
Running Time : 130 minutes
Country : United States
Language : English

3.2.2 Procedure

To collect data, the writer conducted some steps. The procedure is as follows:

1. The writer watched *Dreamgirls* on the internet so she could understand the film to get a better context and observe the plot of *Dreamgirls* film.
2. Second, the writer took note of the dialogues and did the screen-shoots of some important scenes indicating discrimination against the three Afro-American women.

3.3 Method of Data Analysis

In this thesis, the writer used the double discrimination theory to analyze a film, *Dreamgirls*. This theory is very helpful for the writer in analyzing the double discrimination experienced by three Afro-American black women. The writer also used

the scenes and other additional scenes to further analyze the reasons why the three Afro-American women happened to experience such double discrimination. Finally, the writer explained a conclusion from the analysis above.

