

CHAPTER III

METHOD OF DATA COLLECTION ANALYSIS

3.1. Research Design

This research used a qualitative research design. Qualitative research consists of collecting the data using forms with general, emerging questions to permit the participants to generate responses, gathering word or image data, and collecting information from a small number of individuals or sites (Creswell et al., 2007).

3.2. Method of Data Collection.

3.2.1. Source

The primary source of this study is an audio-visual source, *Raya and The Last Dragon* (Estrada & Hall, 2021). The data obtained was in the form of a script and the film scenes, which were analysed to get more information related to the purpose of this study. Below are the details of the primary source:

Title: *Raya and The Last Dragon*

Genres: Children's Film, Action, Fantasy

Directors: Don Hall & Carloz Lopez Estrada

Producers: Osnat Shurer & Peter Del Vecho

Writers: Qui Nguyen & Adele Lim

Story Writer: Qui Nguyen & Adele Lim

Stars: Kelly Marie Tan, Awkwafina, Gemma Chan, Sandra Oh, Benedict Wong

Release Date: March 3, 2021 (Indonesia)

Running time: 1 Hour 47 Minutes

Country: USA

Language: English

Distributed: Walt Disney Studios Motion Pictures

3.2.2. Procedure

In addition to getting more information for this research, the writer did the following procedure to collect the data using a close reading and note-taking method in a film. Close reading is a method of observing (not only watching, but also listening, and thinking) any film to develop our critical thought about the film (Lewis, 2014). Besides, note-taking is very important when reading carefully because it helps us record our observations during or immediately after the screening while our impressions are still vivid. If something attacks us, write it down (Lewis, 2014). The following were the steps taken in this qualitative research:

1. Observed the film and focused on the interesting element shown in the film, which happened to be cultural diversity.
2. Close read the cultural diversity represented in the film and gathered the given data related to cultural diversity such as physical, foods, buildings, weapons, and others by note-taken methods on the shots and scenes that show them.
3. Selected and read the theory of cultural representation in the media to be applied in this research later in the analytical phase.

3.2.3. Method of Data Analysis

In this research, the writer analysed the collected data from the film using the following method:

1. Identified the narrative structure of the film (exposition, rising action, climax, falling action, resolution or beginning, middle, and end)
2. Selected the shots and scenes describing physical characters, clothing, food, environment, architectural buildings, weapons, and custom/tradition in the narrative structure of the film
3. Analysed them based on the cultures of Indonesia, Malaysia, Singapore, Thailand, and Vietnam
4. Made conclusions about the cultural representation of those aspects above

