

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1. Research Design

The researcher uses a qualitative method to explore the narrative analysis of The Godfather. According to Kothari (2004), qualitative method is collecting and analyzing non-numerical data (e.g., audio, video, and text) to understand concepts, experiences, and opinions of the research objectives. It can be used to know the issues that happened in the related environment (Kothari, 2004, p.37)

3.2. Method of Data Collection

3.2.1. Source

The researcher used the Godfather film as its data collection. The details are below:

Type/Genre	: Crime, Drama
Title	: The Godfather
Director	: Francis Ford Coppola
Writers	: Mario Puzo (screenplay by) (based on the novel by)
Release date	: March 24, 1972 (United States)
Country of origin	: United States
Filming Locations	: Forza d'Agro, Messina, Sicily, Italy
Production companies:	Paramount Pictures, Alfran Production

3.2.2. Procedure

In collecting the data, the researcher did several steps:

1. Watching the Movie

The purpose of watching the movie is to understand the whole story of the Godfather film. Besides, watching the movie helps the researcher to know which part of the story emphasizes the plot, the portrayal of Michael Corleone, and family values.

2. Observing the Dialogue

Observation aims to help the researcher to analyze the dialogue among characters.

Selecting and Founding Words and Sentences

Selecting and founding words and sentences of every dialogues spoken among characters.

3. Analyzing Data

After undergoing all of the procedures from watching the movie, observing the dialogue, selecting and finding words and sentences, the last step of this research is analyzing data.

3.2.3. Method of Data Analysis

This research uses qualitative research to examine the Godfather's plot, the portrayal of one of its characters namely Michael Corleone as the successor of the family business, and its family values. To find the answers to the research questions, the researcher will use Tzvetan Todorov's theory of equilibrium. The primary data is

from film (the dialogue) and the secondary data obtained through journals, the internet, academic articles, and academic websites.

