

CHAPTER III

RESEARCH METHOD

This chapter discuss the methods used in the research. This chapter focuses on research design, data source, research design, research instruments, data collection techniques, data validation, data analysis technique

A. Research Design

In this study, qualitative methods with a semiotic analysis approach were utilized. Qualitative research was often focused on particular individuals, events, and contexts, lending itself to an idiographic style of analysis (Gerring, 2017). According to Groenland & Dana (2019), qualitative research was type of scientific research focused on holistic inquiry; it involved a board and complex area of research that was used to describe things from the participant's viewpoint, descriptive information of the human environment, and preferably it did so by observing subjects in their natural setting. The goal wasn't to count but to comprehend a broad, comprehensive picture.

In this study, focus on semiotic analysis. Data will be collected through close observation of the movie "The Woman King" and analysis of the semiotic elements used in representing masculine women. The analysis will be guided by the concepts and theories of John Fiske's semiotic, involving the identification of signs, meaning, and interpretations within the context of the movie. The research method entails gaining an in-depth understanding of the scenes and narrative context in "The Woman King" that depict masculine women. According to Fiske (2017) close examination of dialogue, actions, visuals,

symbols, and other elements will be conducted to identify the signs that represent the construction of masculine women in the movie. Data analysis will consider the interaction between these signs and the overall movie context, aided by the concepts and theories of John Fiske's semiotics.

B. Data Source

The source of data in this study was the entire design of the scene implied signs and codes that representing masculine women. The source data was obtained by the researcher:

1. Primary data source

The Woman King Movie

Duration 2 hours 14 minutes

Inspired by the true story, the movie "The Woman King" was set in 1800 and focused on the Kingdom of Dahomey, which is now the Republic of Benin in West Africa. The movie depicted the Aogojie, the woman's Army of the Kingdom of Dahomey, which was widely feared in any country. Aogojie was portrayed as an Amazonian group of woman warriors and served as the guard of the King of Dahomey.

The main character in the movie was Naniska, a General of Aogojie who was tough, disciplined, and vigilant against attacks from their main enemy, the Oyo Empire. For 90 years, Dahomey had been under pressure from the Oyo Empire. Which engaged in the kidnapping and trading of black citizens to white nobles. Due to this fear, Naniska, with the permission of the King and the assistance of her lieutenants, Izogie and Amenza trained and prepared

the next generation of Aogojie candidates to protect the King and the people of Dahomey against the Oyo Empire, European nobles and other tribes seeking to control the territory of trade and slavery in West Africa.

2. Secondary data sources

The researcher utilized secondary data sources, such as books that referred to the elements of semiotics and discussed semiotic analysis. Additionally, the researcher cited articles and journals found on the internet that discussed the representation of masculine women in movies.

C. Research Instrument

In this study, the instrument had a role as a toll that assisted the researcher in collecting the research data needed. The research instruments used were as follows:

1. Frame-by-Frame

Screenshots or frames from the movie were taken sequentially. Each frame was analyzed and signs that appeared within were recorded such as gestures, facial expressions, displayed objects, and so on that represented masculine women.

2. Movie Transcript

In this research, the researcher transcribed the dialogue, narration, and sounds present in the movie. Marked and noted down each sign or symbol related to language, including differences in language use, word choices, or the use of body language that represented masculine women.

3. Notes Taking

In this research, the researcher also used notes to mark each scene and recorded every sign or symbol in the movie that represented masculine women.

D. Data Collection Techniques

In this study, the researcher conducted several methods to obtain the required data in full.

1. Finding The Movies

The researcher observed as the first step in collecting data. The researcher looked for “The Woman King” movie, which represented masculine women as research material.

2. Download Movies

After the observation, the researcher downloaded a movie that would be used as the main data to analyzed.

3. Watching Movies

The researcher then watched the movie and chose the cut scenes and dialogues to be used as the main data.

4. Analyzing The Movie

The researcher analyzed scenes and dialogues in movies that represented masculine women using John Fiske’s semiotic approach.

E. Data Validation Techniques

The researcher was required to provide an explanation of the techniques employed to analyze the data. In this case, the researcher chose suitable and feasible techniques for their investigation. Moreover, to ascertain the credibility of the data, the researcher utilized credibility and dependability measures.

1. Credibility

Credibility referred to the trustworthiness of the data and interpretations. In qualitative research, credibility was influenced by systematic data collection procedures, diverse data sources, triangulation, detailed descriptions, external reviews, external audits, and other techniques that generated reliable data (Denzin & Lincoln, 2017).

2. Dependability

In order to ensure the dependability of data in this research, several data validation techniques were applied. Firstly, the technique of triangulation was utilized by collecting data from various different sources, such as video scripts, books, e-books, theses, and electronic journals. Secondly, validation was carried out by seeking opinions from validators in relevant fields to evaluate and provide feedback on the research content (Kemaraj & Chavan, 2013). Furthermore, independent analysis was conducted by repeating the process of data analysis independently multiple times to ensure consistency and alignment in interpretations. According to Creswell & Poth (2017), external audits were also involved by engaging independent external reviews

to examine the researcher's process and the obtained results. Lastly, it was important to provide in-depth descriptions of the research steps, data collection processes, as well as the interpretations and analyses performed (Yilmaz, 2013).

F. Data Analysis Technique

To examine the research data, the researcher employed a data analysis approach known as Miles & Huberman (1992). Here are the data analysis techniques based on Miles and Huberman's (1992) theory that were applied in the research using John Fiske's semiotic approach, especially the movie "The Woman King" by Gina Prince-Bythewood. According to Miles and Huberman (1992), the analysis consisted of three concurrent lines of activity, namely data reduction, display, and conclusion. Regarding these three lines of activity, in more detail, they as follow:

1. Data Reduction

This involved the process of selecting, focusing, simplifying, and transforming the raw data collected during the research. Data reduction aimed to extract the essential information and identify the main patterns and themes from the vast amount of data. Techniques such as coding, categorizing, and summarizing were commonly used in this stage. Data reduction on "The Woman King" movie using John Fiske's semiotic analysis:

a. Data collection

Data was extracted from the movie "The Woman King" directed by Gina Prince-Bythewood. The data sources consisted of scenes and dialogues that featured characters with masculine traits and behaviors.

b. Data selection

The researcher carefully selected data to include scenes and dialogues relevant to the research focus. The chosen data represented the portrayal of masculine women in the movie.

c. Identification of Relevant Information

The selected data was analyzed to identify information relevant to the research questions. The researcher identified semiotic elements used in the movie to represent masculine women.

d. Elimination of Irrelevant Data

Data deemed irrelevant to the research focus or repetitive was excluded from the analysis. Data that did not significantly contribute to the research questions was eliminated.

e. Data Categorization

Relevant data was categorized based on semiotic elements, such as appearance code, behavior code, gesture code, speech code, environment code, and social code. This categorization facilitated a more in-depth analysis of these elements.

f. In-Depth Analysis

Each data category was analyzed in-depth to understand how these semiotic elements contributed to the representation of masculine women in the movie. The analysis was conducted using John Fiske's semiotic concepts and theories.

g. Construction of Findings

Based on the data analysis, the researcher constructed findings regarding the representation of masculine women in "The Woman King" movie. These findings revealed patterns showcasing women with strong, assertive, and courageous masculine characteristics.

h. Findings in Tables

The research findings from the data analysis were presented in tables, which included specific scenes, dialog excerpts, and relevant semiotic elements in "The Woman King". The table provides a comprehensive overview of how masculine women were depicted and represented in the movie.

Table 3. 1 Data Findings

NO	PICTURE	CODE					TIME
		A	En	S	B	G	
1	Several cut scenes were taken that represented masculine women	Level of Reality: The codes covered in this level are: A: Appearance Code, En: Environment Code, B: Behavior Code, S: Speech Code, G: Gesture Code, Level of Ideology: Social Code (View of Society)					To provide clarity on the location or at which minute the scene were taken

2. Display

In this section, the data obtained from the movie "The Woman King" Movie by Gina Prince-Bythewood was presented and analyzed to explore the representation of masculine women. The analysis was conducted using John Fiske's semiotic approach, which delved into the various semiotic elements employed in the movie to construct the portrayal of masculine women characters. Here is the table used in the data display:

Table 3. 2 Data Display

Table 1. Scene 1		
PICTURE		PICTURE
Picture 1. [Duration/Time]		Picture 2. [Duration/Time]
ANALYSIS RESULT		
In this table, the scenes that will be examined are described to illustrate what happens in each scene.		
Level of Reality	(The codes covered in this level are appearance code, environment code, behavior code, speech code, and gesture code)	Description of the codes used in the scenes to be examined.
Level of Ideology	Social code (View of society)	Description of the codes used in the scenes to be examined.

3. Conclusion

In this stage, the researcher drew conclusions based on the patterns and insights revealed through data reduction and display. They conducted in-depth data analysis, interpreted the findings, and established connections with the research questions or hypotheses. The conclusion-drawing process

involved comparing and contrasting data, identifying consistencies, contradictions, and ensuring the accuracy and validity of the findings. Verification was crucial to establish the credibility and reliability of the research outcomes. External validation, obtained from validators or experts in the relevant field of study, enhanced the validity and accuracy of the research interpretation, ensuring the quality of the conducted research.

