CHAPTER 3

RESEARCH METHOD

This chapter will provide general research methods which contain detailed information related to the research approaches and methods used in conducting this research.

3.1. Time and Location

This research has been started since September 26th, 2022 until January 2023. This research is conducted at home and the Darma Persada University library, Jl. Taman Malaka Selatan No. 8, RW. 6, Pd. Klp., Kec. Duren Sawit, Kota Jakarta Timur, Daerah Khusus Ibukota Jakarta 13450.

3.2. Research Approach and Method

In this research, I use a sociology of literature approach, and I used a qualitative research method as a method for researching this study. Qualitative research is one type of research that is often used by researchers around the world since the last 50 years. This research is mainly use for the field of social sciences-humanities. According to Mack, Woodsong, & MacQueen, on their research, Qualitative research methods are gaining in popularity outside the traditional academic social sciences, particularly in public health and international development research. Qualitative methods have become important tools within this broader approach to applied research, in large part because they provide valuable insights into the local perspectives of study populations.

Meanwhile, A good definition is given by Creswell in his book, that qualitative research methods differ from quantitative research methods in a few ways. First, qualitative research is based on different philosophical assumptions about the world. Second, qualitative researchers use different strategies to gather data. Third, qualitative researchers analyze data in a different way than quantitative researchers. And finally, qualitative researchers often use different methods of interpretation to understand the data (Creswell, 2009: 173).

Then, according to Denzin and Lincoln in his book, they claim that qualitative research involves an interpretive and naturalistic approach: "This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them" (Denzin and Lincoln, 2000: 3).

Based on the opinions above, it can be concluded that qualitative research is research that is used if the research factors cannot be calculated so that the variables cannot be expressed as numbers. In order for this research be truly quality, there are two types of data that must be collected completely. The first one is primary data, which is taken from the script of the movie that I use. And also secondary data, obtained from other sources such as literature, journals, and others support.

3.3. Research Object and Data

To achieve the research objectives, I will determine the type of data or information needed because it can help me in making appropriate statements and responses. As explained above, I will use two sources of data in this research, namely primary data and secondary data. In this research, I will use the script of the "Battle of the Sexes" movie as the object and also as the primary data for this research. Then I also use secondary data as support for primary data, I will use data sourced from books, journals, previous research, and other documents that are still related to research problems.

3.4. Data Collection Technique

All facts that are collected to be used to draw conclusions about something are called data. To obtain accurate data in this study, data collection is an important thing to do. The data collection techniques that I will use are watching, reading, observing, and understanding. The main source of this research is a movie script entitled "Battle of the Sexes" and secondary data sourced from brooks, journals, previous research, and other documents that are still related to this study.

3.5.   Data Analysis Technique

Data analysis is the most important step in a study. It is because the step can give an explanation which can really be used to answer the problems that have been formulated. Data analysis is the process of searching and arranging systematically data obtained from interviews, field notes, and documentation. The way is to organize the obtained data into categories, breaking into units, synthesizing, composing into patterns, removing unrelated data, and making conclusions (Sugiyono, 2016: 335).

Data analysis technique used in this research is content analysis, because the data sources used in this research come from documents or written data (text) which is stated by Uhar Suharsaputra that researchers need to use the analytic work, in which it starts in analysing the data by using certain symbols, classifying the data with certain criteria, as well as providing predictions with certain analysis techniques. (Suharsaputra, 2012: 224).

It is why I can quantify and analyze the presence, meanings, and relationship of such certain words, themes, and concepts. So I analyzed the data that has been found in "Battle of the Sexes" movie script to find the answer of the formulation of the problem that has been formulated. The techniques are:

a) Identifying the data

   I will identified data that has a correlation to the concept of gender inequality and feminism. The data may be used to illustrate how gender inequality and feminism are related in "Battle of the Sexes" movie script and other sources.

b) Classifying the data

   I analyzed the data based on the events which have been correlated with the concept of gender inequality and feminism in "Battle of the Sexes" movie script and other sources.

c) Analyzing, describing, and explaining the data

   I had analysed the Battle of the Sexes movie script and its meaning and message. They have also analysed the concept of gender inequality and feminism through the movie script and relate it to other literary works to

find the concept of gender inequality in the "Battle of the Sexes" movie script.

d) Making the conclusion the data

After analyzing, describing and explaining all the data in the research, the author draws the conclusion of the research.