

## CHAPTER III RESEARCH METHODOLOGY

### A. Research Design

This study is designed to determine the meaning of the points contained in the research data.. In this study, the data source to be analyzed is a movie with the title A New Breed of Hero Bilal with the analytical procedures as follow:

#### 1. Type of research

The research is qualitative. Qualitative research is focused on understanding, explaining, finding and describing an object by analyzing it deeply and collecting in-depth data so that it has the quality of detailed data analysis on the research object (Hennink et al., 2020). So, in qualitative research, the more in-depth, thorough and detailed the data obtained, it can be interpreted that the better the quality of the research. Qualitative research methods have fewer research objects than quantitative research, because they focus more on the depth of the data extracted, not on the quantity of data.

This research uses the type of document or content analysis research. Content analysis is a type of research that purposed to identifying specified characteristics certain information, the information analyzed can be in the form of written or printed in the mass media both books, newspapers, radio news, television, internet and other documentation materials (Ahmad, 2018). There are several terms of use, content analysis techniques in research include:

- a. The available data mostly consists of documented materials (books, newspapers, sound recordings, videos, manuscripts).
- b. There is complementary information or a certain theoretical framework that explains about and as a method of approach to the data.
- c. Researcher have the technical ability to process the data/information obtained because some of the documentation is typical/specific.

Researcher use this technique because it meets the requirements for using content analysis in a study. So, content analysis techniques will be used in this study to identify certain characteristics of research objects that contain moral messages and educational values in the movie Bilal A New Breed of Hero.

## **2. Characteristic of research**

The characteristic of the research is descriptive. Descriptive research is used to present detailed and comprehensive data in text form (Yuliani, 2018). The descriptive method is suitable for this research because it is used to explain specific research data based on previously obtained data sources. The research process using descriptive methods is important to pay attention to the sequence from start to finish, so as to get good research results. Therefore, researcher used descriptive qualitative methods to conduct this study entitled "The Analysis Of Moral Message And Educational value From A New Breed Of Hero Bilal Movie"

### **B. Data Source**

Data is important about the information that can be collected for the research. There are two data that are primary and secondary data (Khairunnisa & Jiwandono, 2020).

#### **1. Primary source**

Primary data is data obtained directly either through observation, surveys, interviews and so on that is carried out and experienced by a researcher himself. Primary data is directly related to the situation or context to be studied. The document which is the primary data in this research is Bilal's movie. Bilal's movie is the object of research and the content in the text because the context will be examined immediately.

#### **2. Secondary source**

Secondary data is data that is collected by someone who conducts certain research or studies from pre-existing sources. Secondary data is taken from data that has been collected by other people before, in the form of library materials, literature, previous research, books, and so on. Secondary data can also be written by someone who hears and knows about an experience, event, or something related. The process of obtaining secondary data is much faster than the process of obtaining primary data, but the researcher still has to see whether the existing data is in accordance with the research objectives or not. Researchers collected data from various books, journals, articles, web-internet, and other moral theory materials, educational values, and film theory related to research.

### 3. Research Approach

In this study, researchers will use procedures to analyze the moral messages and educational values of the movie A New Breed of Hero Bilal with the following steps:

- a. Prepare the data, the researcher will prepare the data to be used. In this step, the researcher will use data and select data that has been collected previously to be presented in the research results.
- b. Examine all data, this activity means reading the entire data with the aim of obtaining an overview to then begin to understand the contents of the data.
- c. Begin the analysis in detail by marking part of the data under study by providing explanatory sentences according to the contents of the data.
- d. Furthermore, the data that has been marked and categorized will be processed into a description according to the category in more detail.
- e. From this description, the researcher will analyze the data findings. In this case, the researcher will analyze the moral messages and educational values of the film New Breed Hero Bilal.

#### C. Data Collecting Technique

Data collection methods are activities performed by researchers to collect data. Data collection is carried out to obtain the required data with the aim of obtaining research results. There are various data collection methods that can be carried out in a study such as observation, interviews, questionnaires, document studies and others, with the aim of analyzing research instruments. Meanwhile the data collection instrument is a tool used to collect data. Because it is a tool, the data collection instrument can be in the form of check lists, questionnaires, interview guides, to audio-visual videos that display pictures (Braun, 2016). In this study, the method of data collection that will be used by researchers is observation and documentation

##### 1. Observation

Observation is a structured data collection method because it involves various factors in its application. Observation data collection methods are carried out by observing and analyzing various phenomena that occur. Observational data collection techniques are suitable for research that aims to examine and

explore things such as human behavior, work processes, and events that occur. This method is also suitable for research objects that are not too large in number. In this study, observations were made to analyze the contents of a data, namely A New Breed Hero Bilal movie, so the researchers did not go into the observation field, the researchers observed data from several online sites to download journals, scientific articles, and books related to A New Breed of Hero Bilal movie (Rahardjo, 2017).

## 2. Documentation

Document study is a type of data collection that is carried out to examine various kinds of documents that are useful for analysis materials related to research. Documentation can be in the form of public documents such as newspapers or official reports, and personal documents such as journals, articles, diaries, letters and websites as electronic data (Rukajat, 2018). Documentation in this study, namely primary data and secondary data that researchers have obtained at the data collection stage

### **D. Data Analysis Techniques**

In this study, researchers used triangulation as a validity technique. In using content analysis, the data that has been obtained will be examined and explained as clearly as possible by describing the data obtained, resulting in further conclusions (Patton, 2014). In this case the data obtained is in the form of the film A New Breed of Hero Bilal. The data analysis technique used in this research is descriptive qualitative data analysis technique. This data analysis technique is divided into 3 categories which are interconnected with each other (1) data condensation (2) data display (3) conclusion drawing/verification (Fiantika et al., 2022). The following is a description of each of the categories above, including:

#### 1. Data Condensation

Data condensation is the process of selecting, focusing, simplifying, abstracting, and transforming existing data in written field notes or transcriptions. In this activity, the researcher will view, identify, and select the required data. After that, the data that has been collected and identified is separated between the data that is needed or not, then the data needed is continued to the next stage of analysis.

## 2. Data Display

Display data is an organized, compact collection of information that allows information to be retrieved and acted on for the next step. In this step, data that reflects positively is displayed not only in general but specifically and clearly. In this study, researchers will separate data by type or category (moral messages and educational values) and make tables to better understand the meaning based on the data that has been analyzed.

## 3. Conclusion Drawing and verification

Conclusion is the final stage in data collection and analysis. In the final conclusion stage, the researcher must explain in detail the results of his analysis of the data in a simple and easy-to-understand way so that there are no deviations in meaning by the readers.