

## CHAPTER III

### RESEARCH METHOD

#### 3.1 Research Approach

The researcher uses a descriptive qualitative method to analyze this movie. Qualitative research is a sort of research that is used to understand and interpret social phenomena by investigating people's subjective experiences, beliefs, attitudes, and behaviors. According to Creswell (2014), qualitative research is *"an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem"* (p. 3). Bogdan and Biklen (1982:5) also indicate that the data obtained takes the form of words or visuals rather than numbers. Interview transcripts, field notes, photographs, videotapes, personal documents, memos, and other official records are among the information.

Examinations, discussions, observation, and textual and visual data analysis are all examples of qualitative research methodologies. Qualitative research is frequently utilized in subjects such as sociology, anthropology, psychology, and education to get a thorough understanding of social and human phenomena. One of qualitative research's primary assets is its capacity to capture the complexities and nuance of human experience, as well as create rich, descriptive data that may be utilized to develop hypotheses and inform behavior.

Based on the above, the researchers in conducting research use qualitative descriptive methods as a methodological approach in this research. Where this

approach is a method that corresponds to the field of study in this research. Because the field discussed is a field of study of humanities that studies the field of social sciences. So, the researcher will focus on elaborating on the social phenomena, in this case, the portrayal of masculinity using movie screenplays and scripts. In addition to supporting the analysis, the researcher also seeks information from the data on journals, articles, and documents on the internet.

### **3.2 Data and Source of Data**

The source of data for this research is John Wick Movie (2014), which was directed by Chad Stahelski and written by Derek Kolstad. The data for this research consist of dialogues from the film that analyze masculinity. To gather data for the analysis, the researcher watches the film and reads the film script. The film script serves as the primary data source, therefore interviews with the director and viewer surveys are not required for this research.

### **3.3 Technique of Collecting Data**

In order to acquire information and data for this research, the researcher needs to identify the data population to gain knowledge about data collection techniques. According to Bless and Higson Smith (2000), “*a data population is the set of elements that the research focuses on and to which the obtained results should be generalized*” (p. 85). The dialogue and picture from the film serves as the data population for data collection. The data population is made up of related film, as can be observed through the use of a purposive sampling.

According to Strydom and Venter (2002), “purposive sampling as the type of sample that is based entirely on the judgment of the researcher” (p. 207). In that sampling is composed of elements that contain the most characteristic, representative or typical attributes of the population, which used based on purposive sampling, the researcher used the following methods:

1. Watch the film and read the script of the film to identify the data.
2. Take a note of the data that has already been discovered.
3. Sorted and evaluated the data of the research, related to seven concepts of masculinity theory and reflection theory.

### **3.4 Technique of Analyzing Data**

After gathering all of the data, the researcher can begin the data analysis process. First step, the researcher begins by identifying and classifying data that are relevant to Janet Salzman Chafets seven concepts of masculine theory and Alan Swingewood’s reflection theory. Second step, the researcher identifies and explains how the portrayal, traits, and the influence of John Wick characteristic on the portrayal of masculinity from existing data can occur. The last step is to conclude the analysis and its interpretation to a conclusion.