CHAPTER III

METHODOLOGY OF RESEARCH

3.1. Method of Research

In research design, I due the problem and the aim of the research. I use qualitative research method to analyze the moral values of Po and Tai Lung in movie “Kungfu Panda”. The movie itself is used as the primary data and I use Psychological and structural approaches to analyze the data.

This research is classified as a qualitative research. I use the qualitative method because the data is in the form of words and sentences, not in the form of numerical forms.

3.2. Source of the Data

The data of this research is analyzed descriptively in the forms of words and pictures, not in the numerical forms. It is sourced to the primary and secondary data. In the primary data, the source is focused on the movie itself named Kungfu Panda. Meanwhile, the secondary data is focused on the data and references that relates to the problem of this research.
3.3. Approaches

In analyzing the movie, the writer uses two approaches, they are as follows:

a. **Psychological Approach**

Psychological literature is the study of literature that views literature as a psychological activity. Soul is interpreted as self, then psychology connotes of study of the self. Therefore psychology can be defined better as the scientific study of human behavior (Endraswara, 2011, p. 97). It means that psychology has a close relationship with the human life activity. Psychological approach comes from the assumption that literature has a close relationship with the human life activity. So, the psychology is used to know the psychics of human through literary works.

According to Hardjono, Wellek & Werren, “Psychological approach comes from the assumption that literature has a close relationship with the human life activity” (Tuloli, 2000, p. 82). Therefore, the psychology is used to know the psychics of human through literary works.

b. **Structural Approach**

Structural approach can name an objective approach. It is an approach which emphasize the discussion on intrinsic aspects because it builds up the story. It means that we must see the works objectively and ignore the extrinsic aspect of the work itself.

Objective approach of literary work is something which stands free from the ‘extrinsic aspect reference to the posed or the audience or environing
world” (Abrams, 1978, p. 4). Those intrinsic aspects are theme, plot, character, characterization, and setting. While the extrinsic aspects such as the view of author, the audiences, and so on. So, in analyzing this research, I used the intrinsic aspect. The intrinsic aspect itself cover character and characterization.

In conclusion, I use psychological approach in analyzing the moral value because moral value is related to psychology of the human or character itself. So it is really suitable with this research. In addition, I also use structural approach because structural stressed into the intrinsic aspect of a literary works. In this case I analyze the moral values that presented from character in the movie.

3.4. Technique Collecting the Data

To collect the data, I focused on the primary data is Kungfu Panda movie. I watch and read the script of this movie twenty times. I collect the data from the dialogue and action by taking notes, and then make them relevant to the expert from library research.

3.5. Technique Analyzing the Data

In analyzing the data, I apply four steps. Firstly, I watch “Kungfu Panda” movie and read the script of the movie that I browse from the internet. Then I identify the character in Kungfu Panda movie from what they do in the movie. Second, after identifies the character, I categorize their dialogue and action that describe the moral values. Third, I interpret them with the ways
they show their behavior through dialogue and action that has relation with their moral toward the approach. And the last, I draw a conclusion of moral values that presented from the characters.