CHAPTER III

METHODOLOGY OF RESEARCH

3.1 Method of Research

This research used the method of qualitative with purpose to find out the moral message of antisocial which constructed in film of Naruto *The Lost Tower*.

3.2 Subject of Research

The writer decided that the subject of research had taken from film of Naruto *The Lost Tower* as the main data.

3.3 Technique of Collecting Data

In collecting the data, the writer collects some data to support the analysis. The writer collects the data from the film of Naruto *The Lost Tower* as the main data, and other sources like book, e-book, and also from internet which related to the research.

3.4 Technique of Analyzing Data

Data analysis in this research is doing by analyzing elements of sign which found in film by using semiotic analysis. In analyzing the data, the writer uses semiotic approach to find out the moral message of anti social in this film. The writer use three steps in analyze the data are following;

- Identification: the writer identified the semiotic meaning in Naruto film *The Lost Tower*.
- Classification: the writer classified Naruto film *The Lost Tower* based on John Fiske’s theory of television codes that is reality level, representation level, and ideology level.
- Interpretation: in interpret the film the writer use semiotic analysis by using television codes of John Fiske which focused on discovers of anti social moral message.

3.5 Approach

Approach is the way to come close to the object. The story of film of Naruto The Lost Tower as the object will be analyzed by using semiotic approach to discover the moral message of anti social which constructed in this film.