

CHAPTER III

RESEARCH METHOD

The chapter discusses research methods, research object, data and the data source, data collection techniques, data reliability, data collection procedures, data analysis techniques, and details of research methods.

A. Type of the Study

This study uses qualitative research with a sociological approach. Sociology means the science that discusses society or social life that affects people's lives. Qualitative methods are used to know the behavior or actions that occur in the Parasite movie so that social conflicts occur in the movie. According to (Creswell J. W., 2016) qualitative research is research that studies and understands the meaning in a number of individuals or groups of people originating from social problems. In general, this qualitative research can be used to examine people's lives, behavior, social problems, and others.

B. Object of the Study

The object of this research is the Parasite (2019) movie directed by Bong Joon-Ho which was released on June 20, 2019. This comes from South Korea.

C. Type of the Data and the Data Source

The data from this study is a literary work in the form of a movie or film entitled Parasite 2019 which was directed by Bong Joon-Ho which was released on June 20, 2019, which came from South Korea. The source of data in this qualitative descriptive research comes from primary data and secondary data.

1. Primary Data Source

The primary data source in this study is the Parasite (2019) movie directed by Bong Joon-Ho. This movie comes from South Korea which was released on June 20, 2019.

2. Secondary Data Source

Secondary data sources in this study were obtained from journals and articles on the internet.

D. Method of Collecting Data

The data collection method used by the author in the 2019 Parasite movie research.

1. Analyze the movie Parasite 2019.
2. Identifying the problem and data.
3. Reading some related research papers, articles, journals to find out the related theory.

E. Technique of Analyzing Data

In literary research, always pay attention to the methods and theories that exist in a literary work. In this study, the authors used descriptive data analysis techniques. The analysis will be carried out in certain sub-sections; in this study, the author analyzes using sociological theory. And the method used by the author in analyzing the data is a qualitative descriptive method. As said by (Winartha, 2006) the qualitative descriptive analysis method is a method used to collect data in the form of observations about problems that occur in the field.

F. Data Trustworthiness

According to (Creswell J. W., 2013) qualitative research can be defined as a method of exploring, interpreting a meaning that is ascribed to social problems or from humanity.

In any case, according to (Sugiyono, 2012) qualitative research is research based on the philosophy of post-positivism, which is used as natural object research, here the position of the researcher as the key instrument, then data collection techniques with triangulation, qualitative data analysis, and the results of research emphasize meaning rather than generalization.