

C. METHOD

This study employs a qualitative approach. The method specifically applied in this study is a dramatic pentad that can be used to explore character representation by analyzing the language use. The qualitative approach was employed in this study because it was intended to discover the representation of the main character in the *One Piece* anime, Monkey D Luffy, when he recruits his crewmate. The choice of the qualitative approach to achieve such objectives is supported by Burke (1969), uses "Grammar of Motives" by Burke (1969). This book underpins the theory of rhetoric. It introduces a theory called the "dramatic pentad", five points of act, scene, agent, agency, and purpose. By examining these elements, it will be obtained the representation of Luffy in the anime with a rhetoric as its tools.

The data were in the form of dialog transcriptions related to his recruitment attempts among all of his crewmates in the *One Piece* anime. The researcher watched the selected episodes in the East Blue Saga of *One Piece* anime in Netflix platform and transcribed the dialogue to be analyzed in various elements, such as the dramatic pentad and character Luffy representation. The steps of analyzing the data were divided into four. First, identify relevant scenes where Luffy recruits his crewmates. Next, the dialogues and narrations related to his recruitment attempts were transcribed. Next, the data were organized and classified using five points called a dramatic pentad. Lastly, these five elements were explored further for Luffy's character representation in the recruitment and the conclusion of his characteristics in the whole *One Piece* anime.