CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the explanation of the research methodology, including research design, research procedures, data collection, data analysis and data presentation. The aims of this study are (1) to investigate Disney's white and non-white women representation and (2) to reveal the meanings behind the representation.

3.1. Research Design

In conducting the study, a qualitative descriptive method is used to "provide detailed descriptions and analysis of the quality, or the substance, of the human experience" (Marvasti, 2014). Since this study investigates the representation of Disney's white and non-white women, a qualitative descriptive method is considered suitable for its purpose.

Moreover, revealing the meaning behind the representation is also the aim of this study. Because of its purposes, this study involves subjective interpretation. Therefore, a qualitative descriptive method is considered suitable since the aim of this method also to interpret or to make sense of a certain phenomenon in terms of the meanings people convey through them (Denzin & Lincoln, 2005). The purposes of this study fit with the definition of qualitative research as presented by Bamberger (as cited in Marvasti, 2014).

> Qualitative research tends to be more focused on the reflexive, or the give-and-take relationship, between social theory and methods. Conceptually, most qualitative researchers do not detach how they collect data from what data they collect. Qualitative research might begin by considering the

meaning of the topic under analysis, but it would not foreclose the search for meaning by settling on a fixed definition (p. 11).

Therefore, based on the definitions of the descriptive qualitative method that have been mentioned before, it can be concluded that this method can be used to analyze the data in this study because this study aims to investigate the representation of white and non-white women in Disney films and to reveal the meaning behind the representation.

3.2. Research Procedures

This study uses the theory of representation proposed by Hall (1997). In order to find the representation of Disney's white and non-white women in films, the theory of characterization in film proposed by Boggs and Petrie (2008) and *mise-en-scene* theory proposed by Corrigan (2010) and Bordwell & Thompson (2006) are considered relevant. Moreover, to reveal the significance behind the representation, this study also includes the discussion regarding the issue of Women in Disney, the notion of whiteness and the concept of domestic and public spheres. The issue of inequality between white and non-white women, which are discussed by Spivak in Morton (2013) and Syed and Ali (2011), are also used to reveal the significance of the representations.

3.3. Data Collection

The data for this study are collected from two Disney animated films, namely *Brave* (2012) and *Moana* (2016). In collecting the data, there are three steps included. First, the screenshots that contain the appearance of Merida and Moana are taken to be analyzed in terms of method of characterizations in the films. Second, the screenshots are reselected by considering the similar contexts occurring in both films. The contexts happening in both films should be similar to make the scenes comparable. In the last step, the selected screenshots are

categorized into tables based on the methods of characterization proposed by Boggs and Petrie (2008).

3.4. Data Analysis

The collected data are analyzed in the aspect of female protagonist's methods of characterization in film proposed by Boggs and Petrie (2008) to investigate the representation of Disney's white and non-white women found in the films. In analyzing the data, the first step is selecting which *mise-en-scene* elements that can be used in analyzing each method of characterization. For example, in analyzing physical appearance method, only the elements such as costumes and setting that are considered relevant. Then, the collected data are analyzed using the framework of characterization method in film proposed by Boggs and Petrie (2008). The chosen *mise-en-scene* elements proposed by Corrigan (2010) are also analyzed to strengthen the analysis of the representation based on the characterizations. After analyzing the methods of characterization, the next step is investigating the significance of the findings by using the discussions on two relevant issues such as women in Disney issues and the inequality between white and non-white women. Lastly, the conclusions are drawn by also providing several recommendations to conclude the study.

3.5. Data Presentation

The categorized data are presented in the following comparison table. The data were selected by considering the similar context of both films that show the

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method of characterization in each type. The scenes that are selected are the scenes containing Merida's and Moana's appearance in the similar context. For instance, in this following table, the selected scenes contain both Merida and Moana's appearances when they are first introduced to the public as a princess. The example of data analysis of this study is presented in the following table.

Characterization through Physical Appearance	
(First Appearance as Princesses in front of people)	
***Brave* (2012)**	***Moana* (2016)**
"I've got duties, responsibilities, expectations, my whole life is planned out." **(00:05:45)** (a)	"I'll have my people to guide me, we'll build our future together." **(00:11:38)** (b)
Explanation of Context	**Explanation of Context**
Figure (a) shows Merida when she is entering the Hallway of the Kingdom with two rows of soldiers bowing beside her.	Figure (b) shows Moana when she is introduced to the public. All all of the people gather there to greet Moana, the next their tribal chief.
Mise-en-scene	*Mise-en-scene*
Costume: Merida has messy curly hair and wears plain or dark-colored dress without any accessories. Her costume is still the same as her young version's.	**Costume:** Moana wears a bright-colored dress with full of accessories such as arm and head accessories. The hairstyle is not visible because of the head accessories she is wearing.

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Setting: In the hallway of the Kingdom. Merida is walking on the center with the two rows of soldiers beside her.	**Setting:** On a wide field where the people are all gathered together. Moana is at the center.

Comparative analysis
It can be seen that Merida's costume in this scene is still the same as her kid's version. In Figure (a), Merida shows her natural side of a woman without wearing any accessories and fancy dress. From the costume and the setting in this scene, Merida's domesticity can also be seen. The setting indicates that she is in her domesticity since she is only introduced to the inhabitants of her Kingdom, which can be considered as her domestic sphere. On the other hand, Moana is introduced in front of the public outside the house, which makes her stand on the public domain. Moana's costumes are more varied according to the event she experiences in the film. It is because the events involve public affairs, which make her dress by showing her respect to her people and the culture.

Table 3.1 Characterization through Appearance

3.6. Concluding Remarks

This chapter has discussed the research methodology applied in conducting the study. It consists of research design, research procedures, data collection, data analysis and the example of data analysis that have been discussed thoroughly. In order to answer the research questions further data presentation and data analysis will be presented and discussed in the following chapter.