CHAPTER III
METHOD OF RESEARCH

This chapter will discuss the research methodology that is used to analyze how Moana is constructed as a female hero. This chapter covers the research design, the procedure of collecting and analyzing the data, and provides a sample of data in the end.

3.1 Research design
This research aims to see how the female main character of Moana is constructed as female hero. The research is qualitative in nature because it studies the object more in depth to gain understanding about the object of research. More specifically, the study is in a form of textual analysis. Textual analysis is a method of research by examining the content and meaning of the text or its structure and discourse (Lockyer, 2008). The text can be a film, an article or even a painting (Belsey, 2005). It examines the way meaning is constructed within the text. In this research, the study will examine how female hero is constructed in the film Moana using different tools.

3.2 Data Collection
The object of the research is Disney film Moana. The reason for choosing this film is because the main character is one of the few female heroes in children films. This film is also produced by Disney, whose films are one of the most popular in the world and so, one of the most watched films by children. The character that is being analyzed is the main character, Moana. Some screenshots were taken during the scenes in which Moana is the focus, such as her introduction, her meeting with other important characters or her fights. The film techniques that are used for each screenshot are identified. The plot and story are segmented in order to see Moana’s pattern of character development.
3.3 Data Analysis

The screenshots are analyzed based on the film techniques. The film techniques that are used in all the screenshots are compared with each other to see the pattern that the filmmakers use and what dominant film techniques that are used to construct Moana as a female hero and how they are applied. The characterization of Moana is analyzed based on Boggs and Petrie’s (2008) methods of characterization. From the analysis of characterization, the study determines the dominant methods of characterization that are used to construct Moana as female hero and how they are applied.

3.4 Data Sample

To analyze the data, the data are put into a table. Here is a sample of data of the screenshots:

<table>
<thead>
<tr>
<th>Screenshot</th>
<th>Aspects of film techniques</th>
<th>Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>00:34:14</td>
<td>Framing: The shot is medium long shot, showing Moana from head to knee.</td>
<td>Moana shows seriousness in taking up her mission, as can be seen from her expression and her grip on the handle of her boat. The shot shows both her expression and posture more clearly and she is placed in the middle of the frame. Her hairstyle also indicates her seriousness. When before she let her hair down, she decided to tie it up this time, so it will not get in the way. The soft sidelighting highlight Moana’s skin, making her stand out against the dark background.</td>
</tr>
</tbody>
</table>

Mise-en-scene:

Staging: Moana’s expression is serious while she is controlling her boat. Her hair is tied up in a bun.

Lighting: The scene uses soft sidelighting.