

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter presents the research methodology which consists of the research questions, the research subject and context, research procedures, data collection, data analysis and data presentation.

#### 3.1 Research Questions

The present study is intended to answer the following research questions:

1. In what ways is woman represented through the main woman character in *Tangled* film?
2. What meaning can be made from these representations?

#### 3.2 The Research Subject and Context

The subject of the research is an animation film entitled *Tangled* directed by Nathan Greno and Byron Howard. This animation film is a Walt Disney Pictures' 50<sup>th</sup> full-length animated feature which is written by Dan Fogelman and as the executive producer is John Lasseter.

The research focuses on how the animation reveals the narrative of woman representation in *Tangled* film. The research will be analyzed using film studies theory from Heintz and Stracey (2006) while the theory of woman representation will be analyzed by using the theory from Maggiore (2003). However, the study

only discusses few elements of the language of film such as camera shots, camera angle and *mise en scene*. It is due to the fact that these elements somehow are related to the analysis of woman representation in *Tangled* film.

### **3.3 Research Procedures**

In gaining the aims of analyzing the data, the writer applies qualitative approach in descriptive form. The research employs a descriptive analysis, which is qualitative in nature. It is used to see and explore how a woman is represented in this animated film. The design is applied because it is considered appropriate for finding and describing the answers to the research questions.

### **3.4 Data Collection**

The data were collected from the *Tangled* film which was directed by Nathan Greno, Byron Howard and written by Dan Fogelman. The data were presented in the form of scenes, shots and dialogues that are purposively selected to answer the research questions.



### **3.5 Data Analysis**

The data were collected through watching *Tangled* film several times. In the first watching, the writer tried to select and categorize the scenes, shots and dialogues which present woman representation. Afterward the writer analyzed the data using the appropriate theories which were relevant to the subject. The research is analyzed using film studies theory from Heintz and Stracey (2006)

while the theory of woman representation is analyzed by using the theory from Maggiore (2003).

### 3.6 Data Presentation

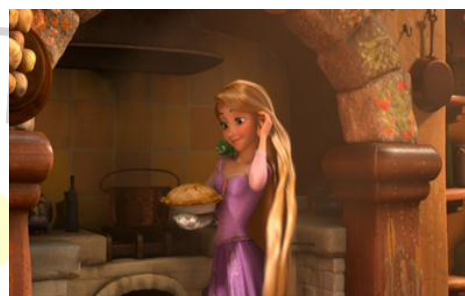
The categorized data are presented in the following table. The table covers the entire shot of *Tangled* film that expresses how woman is represented in *Tangled* film and its explanation.

<b>Table of Data Presentation 3.1.1</b>	
<b>Rapunzel's Physical Appearances</b>	
 <p>(a)</p>	 <p>(b)</p>
<b>Explanation</b>	
<p>The filmmaker uses medium shot and close-up shot on the shot above. Medium shot technique show the subject from the waist up in more detail. In figure (a) the filmmaker uses a medium shot technique in which create a more detail some parts of Rapunzel's physical appearance. Meanwhile the close-up shot focuses on the figure's face as the central attention and no background is visible. The camera on figure (b) shows a close-up shot of Rapunzel and gives the detail physical appearance of Rapunzel such as her big green eyes, natural pink lips, cute freckled nose, thin brown eyebrows and blonde hair. The filmmaker also strengthens Rapunzel's physical appearance by using the <i>mise en scene</i> technique—lighting in the shot above. The back and key light create Rapunzel's physical appearance more outstanding (Figure a &amp; b).</p>	

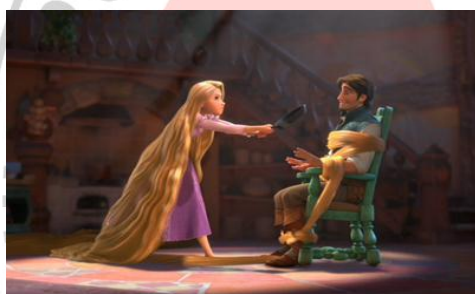
**Table of Data Presentation 3.1.2**  
**Rapunzel's Personal Traits**



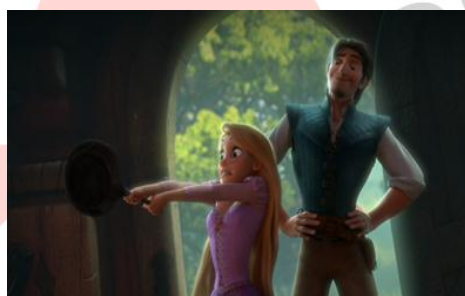
(a)



(b)



(c)



(d)

**Explanation**

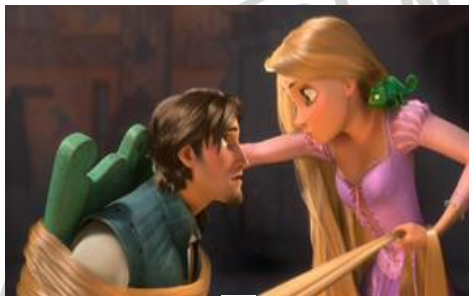
The shot evidenced above shows Rapunzel's daily activities in her house. The shot presents that she can handle all the chores such as sweeping the floor, cooking, washing up, and laundry, etc. In this shot, the filmmaker uses the long and medium shot technique. The long shot technique helps the viewers to get a specific setting which supports for Rapunzel description traits such as setting of her house (a). The medium shot in figure (b) creates gesture and expression become more visible. Furthermore, the variety of lighting technique used in this shot above creates Rapunzel's trait as independent woman in more detail. The key and fill light have made Rapunzel's trait more natural (a & b).

The long shot technique used by the filmmaker refers to depict Rapunzel's bravery recognizable (c). The *mise en scene* of setting in picture (c) shows that she can handle a stranger in her house by herself. The medium shot in picture (d)

creates Rapunzel's expression of fear more clearly. Besides the camera shot, the *mise en scene* – lighting technique makes the figure natural. The backlight creates Rapunzel ability in protecting herself clearly recognizable (d). The back light makes the background of the shot appears darker and it creates a dramatic effect.

**Table of Data Presentation 3.1.3**

**Rapunzel's in the Relation to Other Characters**



(a)



(b)



(c)



(d)

**Explanation**

In the beginning of this section, it has been said that Rapunzel's physical appearance is not necessarily attractive to other characters. Even though her physical appearance cannot attract other characters' attention, but she has ability in language. The conversation which was in the medium shot shows that Flynn Rider is concerned with her language about the agreement (a). The medium shot below presents Rapunzel facial expression in more detail in order to make sure Flynn Rider about the agreement. The next shot; the depiction of Flynn Rider uses high angle shot; it makes Flynn Rider lacking of power than Rapunzel (b). Rapunzel's ability in language not only occurs for human but also for animal around her. The shot below shows when Rapunzel make a conversation with her

pet, Pascal. She said to Pascal that Flynn Rider can take her out of the tower. As an animal, Pascal trusts Rapunzel's language. Besides Pascal, there is another animal who believes in Rapunzel's language, named Maximus (c & d).

