

CHAPTER III

RESEARCH METHODOLOGY

This chapter contains research question, clarification of terms, the research subject and context, research procedures, the data collection procedures, the data analysis procedures, and the data presentation.

3.1. Research Question

This research is designed to answer the following research question:

1. How does *The Social Network* movie script construct Mark Zuckerberg character?

3.2. The Research Subject and Context

The subject of the research is a movie script entitled *The Social Network* written by Aaron Sorkin. The movie script was first published in 2009. The movie script is written in English and consists of 160 pages.

The research focuses on analyzing how the story constructs the main character (Mark Zuckerberg) by using the framework of Rimmon-Kenan's characterization theory.

3.3. Research Procedures

Relevant to the research question above, this research applies a qualitative research and descriptive method to explain the data. Qualitative is applied in order to get in depth and meaningful data. Qualitative research emphasizes verbal description and explanations of human behavior. Qualitative studies are those in which the description of observation is not ordinarily expressed in quantitative terms (Best, 1950: 156). It means that in qualitative research, description is emphasized. Therefore, this research uses a descriptive method in describing the finding of the data.

According to Nazir (2003: 54), a descriptive method is a method that analyzes the status of a group, an object, a set of condition, or an event that happens in the present. The purpose of a descriptive method is to describe current situations. Whitney (1960) cited in Nazir (2003) stated that a descriptive method is the finding of fact with correct interpretation. In other words, descriptive method is applied to determine the existence of phenomenon by describing them explicitly.

Descriptive method is also called as survey method because of the ways researchers use to describe the phenomenon that is happened in the society and the goal of the research, which is to collect the information about an indication that has already existed. Like what Nazir (2003) said that in descriptive method researchers not only give the description of the phenomena, but also explain the relation that is happened, make a prediction and get the meaning and the implication from a problem that want to be solved. It means that descriptive

method tries to explain and describe the situation of an object completely and entirely, that is appropriate with the condition and the situation in the time of the research happened.

In descriptive method, there are some techniques which are used to determine and describe a phenomenon happened naturally without any manipulation. Therefore, techniques in collecting the data in descriptive research are useful to provide a proper and complete description about the problem. The data gathered from questionnaire and interviews were analyzed both qualitative and quantitative.

3.4. Data collection

The data are in the form of words, utterances and expression which are collected by reading *The Social Network* movie script carefully. The selected words, utterances, and expressions serve as the textual evidence to answer the research questions.

3.5. Data Analysis

The collected data are then categorized into how the story constructs the main character (methods of characterization). The collected data are analyzed using characterization theory proposed by Rimmon-Kenan (2002).

In conducting the research, the following steps have been taken:

1. Reading the movie script thoroughly.
2. Selecting words, phrases, sentences, and dialogues which serve as textual evidences.
3. Classifying the textual evidences.
4. Analyzing the data by applying relevant theories.
5. Interpreting data.
6. Making conclusion based on the findings.

3.6. Clarification of Terms

- **Movie Script or Screenplay** is script for a film (Oxford Learner's Pocket Dictionary, 2008: 394).

In this research, *The Social Network* movie script is a movie script which depicts or describes the live of the founder of *Facebook* whose name is Mark Zukerberg.

- **Character** is an actor in a literary narrative. If this seems like stating the obvious, it should be pointed out that genres such as science provide borderline cases of entities which from a narrative point of view function as characters (they initiate actions, engage in communication or even speech, and form relationships), but are non-human in other ways. (Jeremy Hawthorne, 2001: 149)

In this research, Mark Zukerberg is considered as the main character.

- **Characterization** is the process by which the writer reveals the personality of a character. Like other aspects of narrative such as plot and closure, characterization often illustrates the ways in which narrative works through conventions (Thwaites, 2004: 128).

In this research, the way in which the author portrays Mark Zuckerberg character is considered as characterization.

- **Dialogue** the standard meaning of this term with regard to prose fiction concerns the representation of the speech of characters, either interactively between two or more characters, or monotonically addressed by one character to him/ her. (Jeremy Hawthorne, 2001: 151)

In this research, the word spoken by characters which shows the characterization of Mark Zuckerberg character is considered as dialogue.

3.7. Data Presentation

The analyzed data are then presented in tables such as the following:

Table 3.1.

Samples of How *The Social Network* Movie Script Constructs Mark Zuckerberg Character

Direct Characterization			
No	Page	Textual Evidence	Explanation
1.	1	Mark Zuckerberg is a sweet looking 19 year old...	The textual evidence shows directly physical appearance of Mark Zuckerberg character
2.	23	Mark is wearing a hoodie, sweatpants, amd Adidas flip-flops - - a personal uniform that we'll come to understand.	

3.	1	... a very complicated and dangerous anger.	Emotional
Indirect Characterization			
No	Page	Textual Evidence	Character's Trait
1.	8	Erica: Listen. You're going to be successful and rich. But you're going to go through life thinking that girls don't like you because you're a tech geek....	Introvert
2.	30	... Mark is one of the 50 students with their laptops open as the professor takes them through an impossible difficult lesson.	Smart
3.	30	Professor: The eight status bits would be— And I see we have our first surrender. Don't worry, Mr. Zuckerberg., brighter men than you have tried and failed at this class. Mark: 1 valid bit, 1 modify bit, 1 reference bit and 5 permission bits.	
Characterization Through Analogy			
No	Page	Textual Evidence	Explanation
1.	7	Erica: ... Going out with you is like dating a stairmaster .	The textual evidence describes Mark Zuckerberg as an exhausting character with the help of analogy 'stairmaster'.
2.	65	Divya: Mark was the biggest thing on a campus that included 19 Nobel Laureates, 15 Pulitzer Prize winners, two future Olympians and a movie star .	The textual evidence describes Mark Zuckerberg character with the help of analogy '19 Nobel Laureates', '15 Pulitzer Prize winners', 'two future Olympians, and 'a movie star'.