

CHAPTER III

RESEARCH METHOD

A. Research Design

This research uses qualitative methods. Qualitative research is a descriptive research method that prioritizes analysis. Qualitative research emphasizes process and meaning. The theoretical basis is used as a guide so that the focus of the research can be in accordance with the facts that occurred. The research was conducted using Roland Barthes' semiotic approach. In the semiotic method put forward by Roland Barthes, it deals with denotative (true meaning), connotative (figurative meaning). In watching a film, the audience usually only knows the whole story of the film, but behind this, the film can be analyzed, there will be many meanings that will show the message or content of the film (Roland Barthes, 1964).

Thus the research conducted by the researcher is examined by using Roland Barthes' semiotic theory, looking for signifiers and signifieds that produce connotative, denotative. Signifiers and signifieds are tabulated to be separated and then re-analyzed to obtain the denotative, connotative. The data collection technique used is the documentation technique. The use of documentation techniques to collect visual texts and film scenes from films, collection of visual text data and film scene data can assist in the analysis of the films to be studied.

Furthermore, the researcher will discuss the results of the analysis and link the findings with the theory that has been determined by the researcher. It aims to find out the meaning of the signs presented in the scene in this film. The researcher's findings become a discussion and to see the masculinity side of the cast of the film *High and Low the Movie 3 Final Mission*, including being close to the seven areas of masculinity proposed by Janet Saltzman Chafetz, namely physical, functional, sexual, emotional, intellectual, interpersonal, personal character others (Chafetz, 2006).

B. Subject of the Research

The research subject is a topic that will often be highlighted in research. The human, object, or institution (organization) whose nature will be researched that is something that is embedded within or contains the object of research. In this study, the research was the film High and Low the Movie 3 Final Mission.

C. Data Source and Data

The data source used is from the film High and Low the Movie 3 Final Mission. Which is then analyzed scene by scene to find the meaning of masculinity contained in the film. So it can be used as a primary data source. Secondary data sources will be obtained through written research, for example books, journals and other written data to support this research. The data in this research is scenes in this film who represent masculinity.

D. Technique of Collecting Data

Analysis will be carried out on the film High and Low the Movie 3 Final Mission which lasts 1 hour 58 minutes. A collection of film scenes is collected using computer and smartphone screenshots. The screenshots are then compiled into a folder containing a total of 12 screenshots of scenes from the film. Screenshots are intended to facilitate the insertion of images into research proposals and their use in the coding process as descriptive text or in tabular form. The reason for using screenshots is that can create screenshots of movie scenes or conversational text to analyze. It is estimated that 12 screenshots will be taken because there are many different scenes in the 1 hour 58 minute film, so it is necessary to select scenes related to research. several screenshots were selected that showed a strong connection with the research topic, namely masculinity which be arranged as follow

E. Technique of Analyzing Data

The research began with data collection by watching the film High and Low the Movie 3 Final Mission. After watching the film, the study continued to the process of selecting the film's scenes, not only the scenes but also the film's dialogues. The selection of film data is also based on the research focus, which is to explore masculinity.

After the data is entered, the next step is to create a table to facilitate interpretation of the data and screenshots. The next coding stage is carried out by looking for connotation and denotation. The data in the film was originally raw data in the form of screenshots and dialogue text, can be interpreted as the meaning of the scenes in the film. Coding makes it possible to analyze the data then proceed to the data analysis stage, which explains the true meaning of masculinity in the film to be studied, after which conclusions are drawn from the research.