

## CHAPTER III

### RESEARCH METHOD

This chapter outlines the structured approach used to examine the psychological aspects of the main character in the film *The Creator*. It encompasses the research design, data sources, research instruments, data collection techniques, and the procedural steps for data analysis.

#### A. Research Design

This research uses a descriptive qualitative approach with a psychoanalytic lens to understand the inner world of the main character in *The Creator* movie. This design is chosen because the aim of the study is to provide an in-depth interpretation of psychological phenomena, particularly the psychoanalytic concepts of the Id, Ego, and Superego, as demonstrated by the main character in the film *The Creator*. According to Creswell (2014), research design is a plan and procedure for research that includes important decisions ranging from philosophical assumptions to detailed methods of data collection, analysis, and interpretation. This means that research design functions as a conceptual map that helps researchers organize steps in a targeted manner so that the research results are in line with the objectives and approach used.

In its practical implementation, this research follows the principles outlined by Creswell (2014), which highlight that qualitative research is flexible and develops as the study progresses rather than being strictly predetermined. The research focuses on the textual and visual elements presented in the film as the

primary sources of meaning, while the analysis is descriptive in nature, with findings conveyed through words, dialogues, and detailed scene descriptions rather than numerical or statistical data. Furthermore, the researcher seeks to interpret the character's underlying motivations and subconscious influences by applying a Freudian psychoanalytic perspective.

## **B. Data Sources**

This study employs a descriptive qualitative approach to analyze the psychological aspects of the main character in the film *The Creator*. The research data consist of specific scenes, dialogues, and character interactions that serve as primary sources for examining the protagonist's psychological conflicts. As stated by Creswell (2014), qualitative data include audiovisual materials and documents collected in their natural context.

The data sources in this study are classified into two main categories:

1. The Film *The Creator*: This film serves as the primary data source.

All visual and auditory elements, including scenes and character interactions, are analyzed repeatedly to explore the psychological conflicts of the main character. In line with Sugiyono (2016), the researcher acts as the main instrument, conducting in depth observation directly on the object of the study. The movie's downloaded in this link [https://www.primevideo.com/detail/0QMMC51MPYT8UHIRV6MZ/BW7615/ref=atv\\_dp\\_share\\_cu\\_r](https://www.primevideo.com/detail/0QMMC51MPYT8UHIRV6MZ/BW7615/ref=atv_dp_share_cu_r)

2. Dialogue Transcripts: To ensure accuracy in capturing dialogues, this study utilizes transcripts obtained from reliable sources. These transcripts provide a textual representation of spoken content, enabling a more precise analysis of the character's psychological development. [The Creator \(2023\) | Transcript - Scraps from the loft](#)

The use of these two data sources enables a comprehensive examination of the main character's inner conflict development, which is aligned with the theoretical framework employed in this study.

### **C. Instrument of the Study**

In this research, the research instrument is the researcher themselves. The researcher also uses supporting tools in the form of the film medium to ensure that the analysis results are more accurate and in depth. In qualitative research, the researcher is not only a data collector but also an integral part of the research process itself. As Creswell (2014) explains, the researcher is the key instrument who is directly involved in understanding the phenomenon in its natural setting. This means that the success of a qualitative study greatly depends on the researcher's sensitivity in capturing meaning and reading social contexts. This approach requires the researcher to be actively engaged, open to new findings, and capable of building empathetic connections with the object or subject being studied.

The researcher acts as the primary tool in collecting and analyzing data, as they are directly involved in understanding the context and meaning of the data. Ary et al. (2010) emphasize that in qualitative research, the researcher acts as a

“human instrument” who not only gathers data but also interprets it by considering values, cultures, and social contexts. They stress the importance of self reflection and researcher positionality to ensure that the study remains objective and authentic, even though it is inherently interpretive. The main instrument in this study is the analysis of the main character in the film *The Creator*, conducted by the researcher. The researcher also uses supporting tools in the form of film media to ensure that the analysis results are more accurate and in depth.

#### **D. Data Collection**

In this research, the data collection process was carried out through documentation and qualitative observation techniques. Data collection techniques are an essential step to gain an in-depth understanding of the phenomenon being studied. Sugiyono (2016) explains that qualitative data collection techniques can be conducted through observation, interviews, and documentation. Observation is used to see and understand behaviors or events in their natural context, while interviews serve to explore the meaning and experiences of research subjects directly. Meanwhile, documentation acts as a complement that enriches the data through written materials, images, or recordings. Sugiyono also emphasizes that data collection in qualitative research is flexible the researcher can adjust the techniques in the field according to the progress and needs of the study.

Ary et al. (2010) view data collection in qualitative research not merely as a technical procedure but as an interactive process involving the researcher’s sensitivity to meaning and social context.

There are several steps to collect the data for the research titled “Psychoanalysis of the main Character in *The Creator Movie*.” These steps are as follows:

1. Initial Observation Stage (Familiarization): The researcher watches *The Creator* film in its entirety to understand the narrative, background context, and overall storyline comprehensively.
2. Focus Identification Stage (Focused Viewing): The researcher conducts a second viewing by focusing on the characterization of Joshua. At this stage, the researcher marks (*time-stamping*) scenes, dialogues, or body language that reflect internal conflict, trauma, or unconscious motivation in accordance with Sigmund Freud’s psychoanalytic theory.
3. Data Inventory Stage (Data Inventory): The researcher collects primary data in the form of dialogue transcripts and relevant visual descriptions (*mise-en-scène*). The data are then organized into a classification table based on psychoanalytic categories, namely Id, Ego, and Superego.
4. Verification and Selection Stage: The researcher selects the most representative data for further analysis, eliminates repetitive data, and ensures the compatibility between the data and the chosen psychoanalytic theoretical framework.

To support the analysis, the researcher employed field note sheets and scene logs to document each meaningful segment, including its timestamp and thematic

categorization. Data coding was applied to facilitate the analysis, where 'mm:ss' denotes the specific time in the movie (e.g., 01:30). Furthermore, the data were classified based on Freud's psychoanalytic theory, using the following codes: ID for Id, EGO for Ego, and SUP for Superego.

### **E. Data Analysis**

Data analysis in qualitative research is conducted in a gradual, cyclical, and inductive manner, beginning from the moment data collection takes place. Referring to Creswell (2014), the analytical process involves organizing the data, reading the entire corpus, performing coding, forming categories or themes, interpreting meanings, and constructing a narrative of the findings. Sugiyono (2016) emphasizes that data reduction, data display, and conclusion drawing or verification occur as an interconnected and reflective cycle. In line with Ary, Jacobs, and Sorensen (2010), the researcher, as the primary instrument, maintains sensitivity to social, cultural, and symbolic contexts when constructing meaning from words, actions, and visual elements. In the context of the film *The Creator*, the data was analyzed through the following steps :

1. The researcher began by observing and transcribing each scene in the film *The Creator*, focusing on the dialogues, expressions, and interactions that reflect the psychological condition of the main character, Joshua. Special attention was given to scenes that depict inner conflict, moral choices, and Joshua's emotional reactions toward other characters particularly Alfie, the AI child whose presence symbolizes humanity and Joshua's moral awakening.

2. The next step was to identify key moments that reflect major psychological aspects based on Freud's structural theory (id, ego, and superego). The researcher noted scenes that revealed Joshua's impulsive drives, his rational decision-making, and his moral values or conscience.
3. After identifying these psychological elements, the researcher categorized the scenes and dialogues according to the three theoretical frameworks. Freud's theory was used to identify inner conflicts and defense mechanisms. This categorization provided a systematic foundation for interpreting Joshua's psychological transformation throughout the film.
4. Next, the researcher provided a detailed explanation of how each theoretical aspect contributed to Joshua's psychological development. For instance, scenes depicting Joshua's moral doubt and empathy were analyzed using Freud's ego superego conflict to explain the character's inner struggle.
5. Finally, the researcher evaluated the overall implications of Joshua's psychological journey, highlighting how the interaction between human emotion, moral reasoning, and existential desire reflects the complexity of human nature amid the existence of artificial intelligence. This evaluation revealed that Freud's instinctual drives form a multidimensional understanding of Joshua's transformation from a soldier driven by fear and duty into a self aware individual filled with empathy and moral purpose.

## **F. Triangulation**

Triangulation is a technique for verifying the validity of data by utilizing elements outside the data itself to conduct cross checking or comparison with the information obtained. According to Creswell (2014), qualitative validity can be achieved through various strategies such as triangulation, member checking, and the researcher's self reflection on their position and role in the study. According to Denzin and Patton, there are four types of triangulation in qualitative research: data/source triangulation, methodological triangulation, investigator triangulation, and theory triangulation (Denzin & Patton, 2014). These four forms of triangulation serve as a foundation for ensuring that research findings are unbiased and can be verified from multiple perspectives (Flick, 2018). Thus, triangulation ensures that research outcomes do not rely on a single source or method but are strengthened through multiple approaches. In qualitative research, validity denotes the process by which the researcher ensures the trustworthiness and accuracy of the findings through the use of systematic and transparent procedures.

1. Source triangulation is conducted by comparing and verifying data through various relevant sources. In film research, source triangulation is applied by comparing visual elements, dialogues, and external documentation to reduce researcher bias (Natow, 2020).
2. Methodological triangulation is a validity checking technique that involves using more than one method of data collection to examine the same phenomenon. Patton (2015) emphasizes that methodological

triangulation seeks to determine whether information obtained through one method can be confirmed by another.

3. Theory triangulation is used to interpret data through more than one theoretical perspective. Using these theories provides a more comprehensive understanding and minimizes interpretive bias through cross theoretical comparison (Archibald, 2016)
4. Investigator triangulation is a validation technique that involves more than one researcher in the process of data collection, analysis, or interpretation. Involving multiple investigators aims to reduce subjective bias from a single researcher and enhance the reliability of the findings. In practice, each investigator examines the same aspect of the research phenomenon to assess the consistency of the interpretations produced (Archibald, 2016).

One form of triangulation used in this study is investigator triangulation. In this study, the researcher collaborated with other parties, such as supervising lecturers as examiners or comparators, in analyzing the data. The analysis results conducted by the researcher were then compared with the analysis results from other researchers. If there were differences, discussions were held to reach a mutual agreement so that valid and reliable data could be obtained. Thus, the use of investigator triangulation in this study aims to reduce researcher subjectivity as well as increase the credibility and validity of the data obtained