

CHAPTER III

RESEARCH METHOD

This chapter presents the research methodology which consists of research design, source of data, data collection technique, research instrument data analysis technique, and trustworthiness of data.

A. Research Design

This study used descriptive qualitative design with semiotic analysis method. According to Creswell and Creswell, (2023) qualitative research is an approach that explores phenomena using text and image data, emphasizing interpretation, thematic analysis, and narrative description rather than numerical measurement. This method emphasized describing experiences, identifying themes, and presenting findings through narrative, while using various validation strategies to ensure credibility. This design was chosen to examine the *Ron's Gone Wrong* movie in-depth and focusing of how FoMO represented through visual and narrative elements. The content analysis method was suitable to this study because consists of scenes, dialogues and gestures in the movie. This method was aligned with the research objection which explored the denotative, connotative and myth meaning in the movie that related with representation of how FoMO represented in the movie. Through this design, the researcher described and interpreted how the movie constructs the idea of FoMO using semiotic analysis. Content analysis was a systematic and thorough process of

examining media texts to interpret patterns and meanings (Krippendorff, 2004).

B. Research Instrument

The instrument of this study was the researcher itself. In qualitative research, the researcher is the primary research instrument for collecting the data to observe, identify, interpret, and analyze the signs in the movie (Creswell, 2014).

C. Data and Data Sources

The data are taken from the movie *Ron's Gone Wrong*, accessed through Disney+ (<https://www.apps.disneyplus.com>), and the analysis covers the entire movie. This movie was released in 2021 by 20th Century Studios in collaboration with Locksmith Animation. The second source of data is the movie transcript, which was downloaded from Sublikescript ([Ron's Gone Wrong \(2021\) Movie Script | Subs like Script](#)). The researcher used the Sublikescript website because another website did not provide the transcript movie. These sources provided both the visual and verbal materials needed to identify, categorize, and interpret the signs related to the representation of FoMO in the movie.

D. Data Collection

The data collection process used qualitative content analysis method. According to Krippendorff Klaus, (2019) content analysis collects data through several steps named data taken which including: first, unitizing, the researcher watched the movie several times to collect the signs

from scenes that were related to FoMO such as dialogue, expression, and social interaction. Second is sampling, after found the scenes the researcher captured the scenes and identified the visual and verbal elements that showed up. Third is recording/coding, the researcher wrote notes to mark the denotative, connotative, and myth signs while verifying the verbal elements with the script from *Sublikescript* accessed at ([Ron's Gone Wrong \(2021\) Movie Script | Subs like Script](#)) to support the verbal analysis elements. Fourth is reducing data, the researcher selected the scenes that related with FoMO represented. Fifth is abductive inferring, which the researcher connected the identified signs with possible meanings related to FoMO. Last is narrating, where the researcher organized the collected data into a clear descriptive summary before analysis. Through these steps, the writer obtained the necessary data to conduct the semiotic analysis of FoMO representation in the movie.

E. Data Analysis

The data were analyzed using Roland Barthes' semiotic analysis, which consists of denotative, connotative, and myth meanings. Following Creswell and Creswell (2023) qualitative data analysis procedures, the data were first organized, examined, and interpreted as the researcher moves through the process of making sense of the collected signs. To analyze the data, the following steps were applied. First, the researcher organized the selected signs that related to the representation of FoMO. Second, the researcher analyzed the first level of Barthes' semiotic concept, denotation, to interpret the literal meaning of each sign. Third, the second level,

connotation, was examined to explore the broader social and cultural meanings. Fourth, the myth level was analyzed to uncover the deeper cultural meanings that society accepts as natural and unquestioned. Through these steps, the researcher interpreted how the movie constructed and represented FoMO through its visual and verbal signs. Here is the example the coding in the displayed data.

Code: (01/MT/School/00:08:55)
Context: Context from the scenes
Signs: Verbal and Visual or both
Scenes: Pictures of the scenes and the subtitle
Denotative: Denotative meaning
Connotative: Connotative meaning
Myth: Myth meaning

Explanation of the coding: (01/MT/School/00:08:55)

- a) 01 = the number of data
- b) TM = the character in the movie MT (Miss Thomas)
- c) School = the setting took place
- d) 00:08:55 = the time stamps that the FoMO appeared in the movie

F. Validity of Data

Triangulation was used in this study to ensure the validity of the findings. According to Creswell and Creswell, (2023), triangulation is a process of checking the accuracy of data by examining it from more than one

perspective or source to strengthen the credibility of the results. This study will use investigator triangulation. In this research, the researcher's interpretation will be checked by other experts in the field to ensure the findings are not shaped by a single viewpoint (Vivek et al., 2023).

The investigator triangulation process was carried out through several validation steps. First, the investigator reviewed the selected scenes to check whether the captured visuals and dialogue matched the FoMO indicators identified in the study. During this stage, the investigator examined the coding of denotative, connotative, and myth meanings to ensure that each sign was categorized accurately and remained consistent with Roland Barthes' semiotic framework. The investigator also evaluated whether the descriptions in the data clearly reflected the movie's content and whether the interpretations were supported by the visual, verbal, and contextual elements. After the review, the investigator provided notes regarding any inaccuracies, unclear coding, or mismatches between the scene and the analytical category. The researcher then revised and refined the data based on the comments. This validation process was conducted to minimize bias and strengthen the credibility, accuracy, and reliability of the findings.