

## CHAPTER 3:

# RESEARCH METHODOLOGY

### 3.1 Introduction

This chapter will present the methodology used in this research. The methodology will explain how the research will be conducted and aligned with the research objective. It comprises three components where all components represent the objective that has to be achieved.

### 3.2 Research Design

Walliman (2015) describes research designs as comprehensive frameworks encompassing decisions from overarching hypotheses to detailed analysis methods, with the qualitative approach being particularly suitable for addressing issues such as understanding influencing factors, assessing intervention effectiveness, and identifying accurate outcome predictors, while also serving as a viable means of testing explanations.

Researchers state that research designs hold strategies and methods guiding research aims, from embracing hypotheses to precise analysis methods, with qualitative approaches being particularly suitable to find out factors influencing outcomes, assessing desired intervention, identifying key predictors, and testing explanatory frameworks (Catherine et al., 2013; Carmeli et al., 2009). According to Walliman (2015) Qualitative research yields rich insights and in-depth accounts of individuals' experiences, emotions, and perspectives, valuable for enhancing systems, products, or processes.

## Research Design

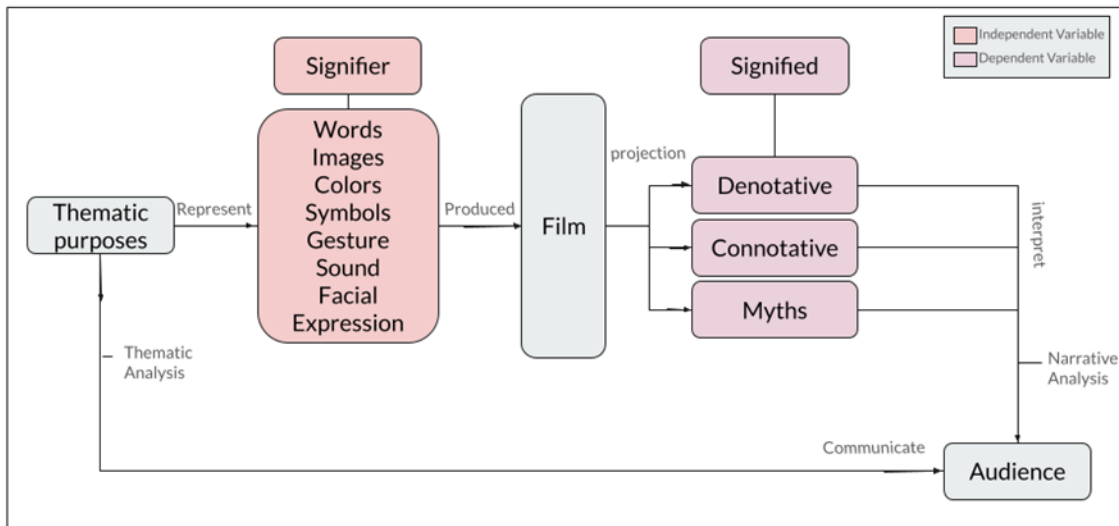


Figure 1: Developed Research Design from Barthes' Semiotic Theory

This study involves a single theory throughout the whole process. Based on Figure 1, narrative analysis is the best option for this study to determine attributes of nonverbal communication and intercultural communication displayed in the story outline. Through this method, qualitative data will be produced as plots, storyline, character's role, dialogue, sound effects and visual elements of how the story is being told. The research process is essential on every step taken to achieve the objective outlined in this study.

### 3.2.1 Narrative Analysis

Narrative researchers utilize a variety of analysis methods, as outlined by Bengtsson and Andersen (2020), which include thematic, structural, dialogic, and visual approaches. Nonetheless, they recognize that these classifications can sometimes merge together. Thematic and narrative analysis can differ in how it examines the structure, language, and substance of narratives (Bengtsson & Andersen, 2020).

Bengtsson and Andersen (2020) distinguish thematic analysis, which focuses on content extracted from the story, as the predominant approach, while structural analysis examines storytelling techniques such as sequencing and word choice; they posit thematic

analysis with structural analysis as the cornerstones of narrative analysis, upon which dialogic and visual methods expand on the story as a whole and how it is told.

Bengtsson and Andersen (2020) describe dialogic analysis as a broad interpretive approach to oral narrative, focusing on the interactive dynamics between speakers, while visual analysis explores the narrative conveyed through images, whether by narrating a story with images or by interpreting the narrative inherent in the images themselves. Vassiliou (2006) explains in interpreting underlying themes and structures in film involve analyzing the narrative to extract themes and messages the film conveys as shown in Table 1.

Step by step narrative analysis	
Step 1 Watch the film and identify initial notes of plot structure	Familiarization with the film to understand key scenes, plot points, and any standout elements to extract data of plot structures, main characters and themes of the film.
Step 2 Label criteria for selected scenes and analyze their context withing narrative framework.	Divide the film into major sections and analyze each segment in detailed context and its narrative significance of each scene to one another. Extract dialogues, actions, visual elements and annotation to link from one scene to another scene.
Step 3 Understand and interpret findings and discussions.	Review meanings and synthesize findings to coherent meaningfully to the overall narrative analysis of the film.

*Table 1: Illustration of Narrative Analysis*

### 3.3 Data Collection

#### 3.3.1 Video Abstraction

To analyze the video content, the researcher utilized a Video Content Analysis (VCA) strategy to extract visual contents such as text, images, characters, and others

(Albarran et al., 2006). These visual contents were the primary sources of information in the video samples, which made researcher to use a coding sheet to categorize all the elements of nonverbal and intercultural communication into every minute's duration of the video by keywords (Glenn, 2010). The study was based on semiotic theory, which discussed the meaning involving symbols and words identifying the meaning of every scene of the movie.

### **3.4 Sampling**

To analyze the video content, the researcher utilized the Qualitative Content Analysis (QCA) approach. The video sample selected was from Les Copaque Production's "Upin & Ipin: Keris Siamang Tunggal (Lone Gibbon Kris) (Lone Gibbon Kris) " an hour and 40 minutes animation of running time to be interpreted and categorized them based on nonverbal and intercultural communication elements using a coding sheet.

The researcher employed the Purposive Sampling technique, a non-probability sampling method, as it allowed for the selection of video samples based on specific characteristics or qualities (Khan, 2020). The study aimed to identify the animation's nonverbal and intercultural communication elements, including images, characters, words, and messages. The research focused on the national identity through nonverbal communication and intercultural communication elements depict from the film, it has been a concern to be fundamentally connected to the creative economy particularly in animation industry (Martin, 2018).

### 3.5 Instrument

#### 3.5.1 Coding Sheet

To analyze the video contents of the study, the researcher utilized a coding sheet that was slightly similar to a previous study that investigated the elements of propaganda in cartoons (Madani et al., 2022). The coding sheet model was adopted and modified to suit the requirements of this study. The research was based on semiotic theory, which discusses the meaning involving symbols and words. The broad aspect of nationalism utilized symbols in developing arguments to influence and enforce change in the behavior of the target audience. The semiotic theory was adopted as a fundamental guideline to understand and observe the selected situations. Therefore, symbols, signs, and words were the tools used to convey ideas and deliver messages (Truong et al., 2005), here are the items included in the coding process (Albarran et al., 2006) to collect data:

1	Basic Information:	Scene Snippets
		Timestamp
2	Narrative Elements:	Plot Summary
		Themes
3.	Audio Elements:	Tone of sound and voices
		Dialogues
4.	Visual Elements:	Settings
		Characters

---

Actions

---

Appearance

---

Symbols

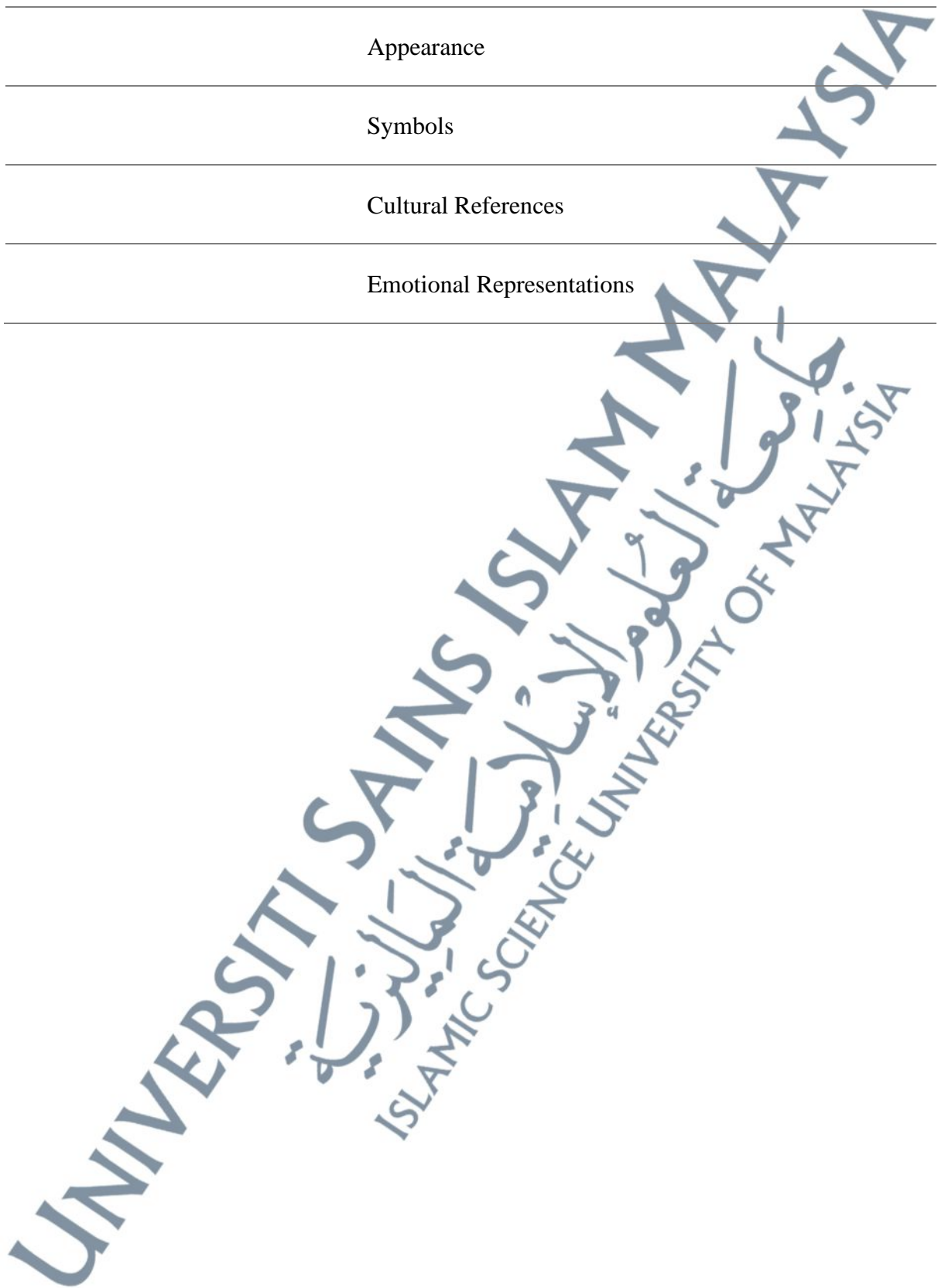
---

Cultural References

---

Emotional Representations

---



### 3.6 Conclusion

At the conclusion of this chapter, this research constructs a qualitative method by specifically analyzing content to understand and explore attributes of nonverbal and intercultural communication from the local animation film. This method of this research has scrutinized for each step in making this study successful and significant in the communication field.

