BUDDHI DHARMA UNIVERSITY

**SOCIOLOGICAL CRITICISM IN THE MOVIE OF "I FEEL
PRETTY (2018)" DIRECTED BY MARC SILVERSTEIN, ABBY
KOHN.**

**Presented as a partial fulfillment of the requirement for the Undergraduate
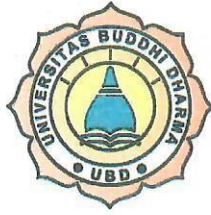Program**

By:

MELAN WIJAYA

20180600003

ENGLISH DEPARTMENT

FACULTY OF SOCIAL SCIENCES AND HUMANITIES

TANGERANG

2022

FINAL PROJECT PROPOSAL

Name   : Melan Wijaya

Student Number : 20180600003

Faculty   : Social Sciences and Humanities

Study Program : English Department

Final Project Title : **SOCIOLOGICAL CRITICISM IN THE MOVIE OF "I FEEL PRETTY (2018)" DIRECTED BY MARC SILVERSTEIN, ABBY KOHN.**

The final project proposal has been approved.

On Aug 30, 2022.

Approved by,

Supervisor

Irpan Ali Rahman, S.S., M.Pd.
NIDN: 0405027807

Acknowledged by,

Head of Department

Riris Mutiara P S, S.Pd., M.Hum.
NIDN: 0427068703

FINAL PROJECT APPROVAL

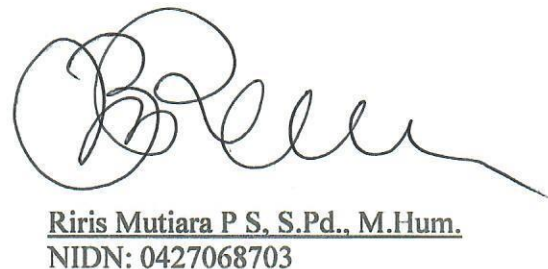|		
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Student Number	:	20180600003
Faculty	:	Social Sciences and Humanities
Study Program	:	English Department
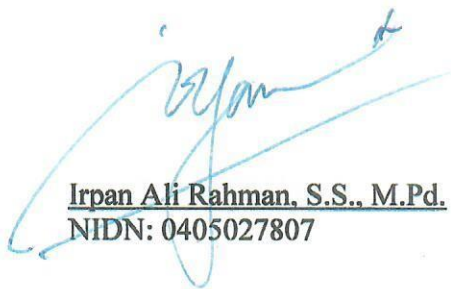
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Supervisor

Acknowledged by,

Head of Department

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NIDN: 0405027807

<u>Riris Mutiara P S, S.Pd., M.Hum.</u>
NIDN: 0427068703

RECOMENDATION FOR THE ELIGIBILITY

OF THE FINAL PROJECT EXAMINATION

The Undersigned,

Name   : Irpan Ali Rahman, S.S., M.Pd.

Position   : Supervisor

Certifies that

Name   : Melan Wijaya

Student Number : 20180600003

Faculty   : Social Sciences and Humanities

Study Program   : English Department

Final Project Title : **SOCIOLOGICAL CRITICISM IN THE MOVIE OF "I FEEL PRETTY (2018)" DIRECTED BY MARC SILVERSTEIN, ABBY KOHN.**

is eligible to take the thesis examination.

Tangerang, Aug 30, 2022

Approved by,

Supervisor
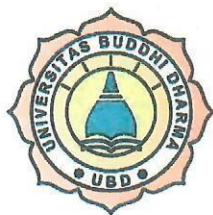
Irpan Ali Rahman, S.S., M.Pd.
NIDN: 0405027807

Acknowledged by,

Head of Department

Riris Mutiara P S, S.Pd., M.Hum.
NIDN: 0427068703

THE BOARD OF EXAMINERS

Name	:	Melan Wijaya
Student Number	:	20180600003
Faculty	:	Social Sciences and Humanities
Study Program	:	English Department
Final Project Title	:	**SOCIOLOGICAL CRITICISM IN THE MOVIE OF "I FEEL PRETTY (2018)" DIRECTED BY MARC SILVERSTEIN, ABBY KOHN.**

This thesis has been examined by the Board of Examiners.

Name of Examiners

Aug 15, 2022

1. Examiner I : Adrallisman, S.S., M.Hum.

   NIDN: 0427117501

2. Chairman : Dr. Lilie Suratminto, M.A.

   NIDN: 8875430017

3. Examiner II : Riris Mutiara P S, S.Pd., M.Hum.

   NIDN:0427068703

Acknowledged by,

Dean

Dr. Lilie Suratminto, M.A.
NIDN: 8875430017
**FAKULTAS
SOSIAL DAN HUMANIORA**

STATEMENT OF AUTHENTICITY

I declare that my thesis is original and has never been submitted for a bachelor's degree, either at Buddhi Dharma University or other universities. This is to certify that to the best of my knowledge, the content of this thesis is my own work. In this thesis, there are no works or opinions that have been written or published by other people, except in writing which are clearly listed as references in the manuscript by mentioning their names. I certify that the intellectual content of this thesis is the product of my own work and that all the assistance received in preparing this thesis and sources have been acknowledged.

Tangerang, Aug 30, 2022.

Melan Wijaya

20180600003

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The Researcher

Melan Wijaya

20180600003

ABSTRACT

The content of this thesis is to discuss about Social Criticism in the film "I Feel Pretty (2018)". The purpose of making this thesis is to fulfill one of the requirements to get a bachelor's degree as well as add knowledge and insight from researchers and readers. The research method used here is a qualitative method which analyzes. Everything that is here was found by the author with the author's own efforts as well as the help of journals and the internet. The research wants to show that until now there is still discrimination or social criticism from the surrounding community towards humans with large bodies. The social criticisms are: 1) when buying clothes they are thought of as gifts, 2) discrimination, not being seen by others with the meaning of being beautiful, most of the time it is prioritized either in terms of waiting in line or being invited to ask for a telephone number, 3) receptionist jobs are only for beautiful women slim.

Keywords: beautiful, discrimination, ignored.

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CHAPTER I

INTRODUCTION

1.1 Background of The Study

A brief description of the movie I Feel Pretty. This movie is a comedy genre, released on April 20, 2018 in America, directed by Marc Silverstein and Abby Kohn. I Feel Pretty tells the story of an ordinary woman who struggles with her own emotional problems. This movie raises the theme of beauty standards and body shaming.

This literature can be interpreted as a source or reference used in various educational activities and other activities. This literature can or can be interpreted as a reference used to obtain certain information. This literature can be in the form of books or all kinds of other writings.

According to Neuman (2011:5) "Literature review was conducted on awareness that knowledge is constantly increasing (accumulated), that the research topic, community and our research area has been encroached by people before, and we can learn from what has been done those people. So, we are not people the first to research the topic, society and the area." The purpose of the literature review is for the benefit of the research project itself. In this case, making a literature review is to enrich insight on the topic research, help in determining theories and methods the right method to use in study.

This movie live image, theater film or motion picture, is a series of still images, which when displayed on the screen creates the illusion of a moving image due to the effect of the phi phenomenon. This optical illusion forces the viewer to see continuous motion between different objects in rapid succession. Novels are a type of literary work in the form of prose. The story in the novel is a work of imagination that discusses the problems of a person's life or various characters. According to Prof. Effendy (2003:209) "Film is a very powerful medium of mass communication, not only for entertainment, but also for information and education." According to Goldmann (1981:3) "Novel as story about a relegated search for values that authentic that is done by a hero who is problematic in a world that is also degraded." According to these experts, movie and novels are true. Movie can be defined by expressions and novels can be defined by occupations from the social world. Movie can be defined an art too.

Sociological criticism is literary criticism directed at understanding literature in its larger social context: it codifies literary strategies used to represent social constructs through sociological methodologies. According to Ratna (2003) "Sociology and literature have the same object, namely literature in society, but in essentially between sociology and literature have differences, only sociology limit yourself to what happens now a days, not what it should be happens, while literature is more evaluative, subjective, and imaginative." I think this is so that the director of the movie can receive a lot of input

and criticism which can make the next movie that will be released even better.

The main problem with this movie is when Renee makes herself (roughly) low because she does not meet beauty standards, even though beauty is relative and is judged not only by what looks like face and body weight. Basically, real beauty is when we have the qualities and attitudes that many people like and want, we do good to others and can appreciate it no matter how small it is. Since I think Renee is like that, that could be the main problem.

I chose this movie because it is one of the inspirational films that I can apply to real life, and there are also many lessons that can be taken from this film. Learn to accept and love yourself. We can still be very beautiful in our own eyes when we have a good attitude towards others, because attitude is one of the important things because it is a basic manner.

1.2 Statement of The Problem

This story begins with a woman named Renee who has a bigger body weight or can be called fat and living in New York City. Renee is a woman who can be said to often look intimidated from most of the people around her. Renee looks unattractive in front of many people, for example at work, at the gym, wherever she is. Sadly, here Renee is surrounded by many beautiful women which makes Renee very confident.

By convincing herself that she is transformed into the most desirable version of herself, Renee is injected with a confidence so great that she is immediately able to turn her life around. She walks up to men and makes them feel stupid for not asking her out. And she finally plucks up the courage to apply for that dream job at an NYC cosmetics company. Until finally Renee met a man named Ethan. Ethan is a sweet guy. They fall in love with each other. Ethan even said that Renee was the most beautiful woman when Renee felt she did not deserve to be juxtaposed with Ethan.

The formula for the problem here is when you feel that you are ugly and no one is attracted to you, it is wrong when you meet the right guy. If that happens, in the eyes of that man, you will still be you beautiful no matter what. Because in fact, being beautiful is not only seen from the face and the physical, there are many more that can be taken from the character or behavior, for example and called beautiful.

1.3 Research Question

Based on the formulation of the problem, the research questions can be made as follows:

How does sociological criticism reveal on the movie based on the analysis?

1.4 Goal and Function

The goal is to let all viewers of I Feel Pretty have one consistent and noble message: self-confidence is more important than outward appearances. Although this belief is a false belief, but it has given the

confidence to live her best life. Also so that all who feel the same feeling as the main role can think that anything can be changed whether in mindset or body shape.

The function of this analysis is to disseminate information to the audience about how a person tries to change what is in her and changes the view of men towards women who are fat. We were also told that sometimes if we have confidence in everything we do, we will feel happy because we don't have to listen to insults from other people.

1.5 Scope and Limitation

The scope of this research is sociological criticism, this theory explains the treatment of other people with existing shortcomings. The writer's will explain about a movie, this is a Hollywood romance and comedy genre movie, called *I Feel Pretty,* directed by Marc Silverstein, Abby Kohn. The limitation of the theory is a theory based on Nurgiyantoro (2010:331) which is focused on what happened to Renee in her life where Renee received unfair treatment from people around her which made Renee not confident and also tried to change, within this limitation, the writer analyzes until Renee accepts herself as she is.

1.6 Conceptual Framework

Here the author wants to describe the conceptual framework as well as provide a brief explanation of this analysis in order to facilitate the reader in understanding what is being studied.

Figure 1.1 Conceptual Framework
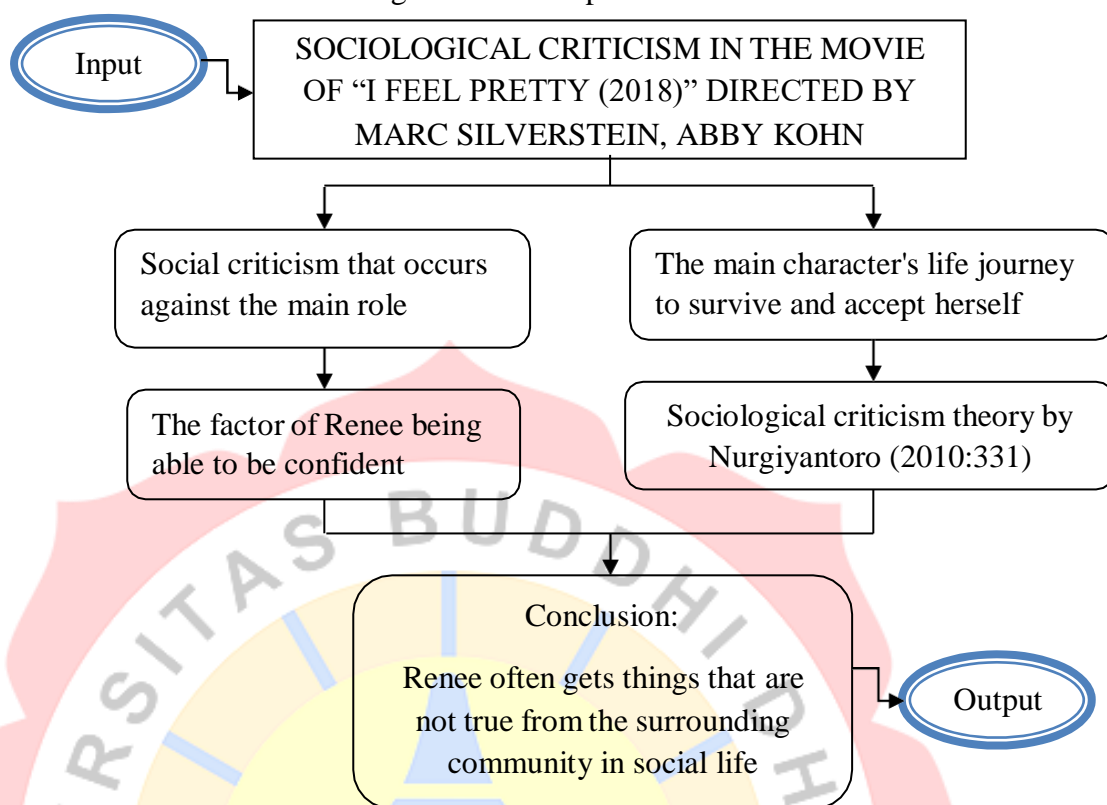
1. Renee's social criticism.

2. Renee tries to accept herself after often receiving bad treatment from the surrounding community.

3. Factors and steps obtained until Renee reached a point of confidence that required time and action to improve a situation.

4. Provide a structured conceptual framework so that researchers can understand what is being studied in the right perspective.

5. This section explains the limitations of the problem carried out so that the scope of the research becomes clear and can achieve the research objectives within the limited time.

CHAPTER II

PREVIOUS STUDY AND THEORETICAL FRAMEWORK

2.1 Previous Study

The first research is "Intrinsic Elements and Sociological Criticism of Green Book Movie" by K. Dian Rani, I Made Winaya (2020) from Udayana University. This study aims to find the intrinsic content of the Green Book film and criticize it in social criticism. This relates to the social conditions of America in 1962 which were faced with situations between white people and black people.

The second research is "Globalization as a Social Utopia: Towards the Modern. Sociological Criticism of a Mythological Discourse" by Alexander V. Petrov (2017) from Saint-Petersburg State University, Saint Petersburg, Russia. This article discusses the social analysis of the global transformation process. The global transformation process is treated as contradictory. These processes are not as positive as their negative impact on modern systems public.

2.2 Literature

According to Eagleton (2007:2-3) "Literature transforms and intensify ordinary language, distort language systematically from everyday speech." Eagleton emphasized right that the keywords 'fact', 'fiction', and 'imaginary' is no longer sufficient to use call a text literature.

Literature is all written works that can be used as references in various activities in the field of education and other fields because they are considered to have lasting advantages or benefits. Definitions of the word literature tend to be circular. The 11th edition of Merriam-Webster's Collegiate Dictionary considers literature to be "writings having excellence of form or expression and expressing ideas of permanent or universal interest." The 19th-century critic Walter Pater referred to "the matter of imaginative or artistic literature" as a "transcript, not of mere fact, but of fact in its infinitely varied forms." But such definitions assume that the reader already knows what literature is. And indeed its central meaning is clear enough. Deriving from the Latin, "a letter of the alphabet," literature is first and foremost humankind's entire body of writing; after that it is the body of writing belonging to a given language or people: then it is individual pieces of writing.

Meanwhile, according to the Big Indonesian Dictionary, literature is a written work which, when compared to other ordinary writing, has various characteristics of excellence, authenticity, artistry, beauty, content and expression. Literary work is also an essay that has a good value in the form of writing in beautiful language full of aesthetics.

In practice, literature provides knowledge about humans, social, with a distinctive and unique style. So many people say literature is a reflection of life. However, lately literature itself has

experienced a refraction in terms. Like the term literature with literature. Where literature is more inclined to the text, while the literature is more inclined to abstract nuances. So, it can be said that writers are people who are involved in the literary world, not literature.

Amir (2013) revealed that several functions of literature:

a) Entertainment Function (Reactive)

Literary works can entertain the readers. Generating laughter in funny stories, providing intelligent entertainment through the content of new insights, awakening human sensitivity through tragedy stories, inspiring from someone's story, etc.

b) Educational Function (Didactive)

Educating is the nature of works that are made with full attention to their content and basic form. So that it can provide new information, knowledge, insight or wisdom that can be connected with life.

c) Beauty Function (Aesthetic)

Like poetry, his work can only provide beauty or aesthetic value conveyed by the author. Thus, the beauty or ideas of creative thinking can be enjoyed and inspire the audience or reader.

Literary types according to Sumardjo & Saini (1997:8):

1. Imaginative

   1) Poetry

      a) Epic

b) Lyrics

c) Dramatic

2) Prose

    A. Fiction

      a) Novel

      b) Short story

      c) Novelette

    B. Drama

      a) Comedy

      b) Tragedy

      c) Melodrama

      d) Tragedy - comedy

2. Non Imaginative

  a) Essay

  b) Critics

  c) Biography

  d) Autobiography

  e) History

  f) Memoirs

  g) Diary

  h) Letters

2.3 The Scope of Literature

Literature is a form of human expression. But not everything expressed
in words even when organized and written down is counted as

literature. Those writings that are primarily informative technical, scholarly, journalistic would be excluded from the rank of literature by most, though not all, critics. Certain forms of writing, however, are universally regarded as belonging to literature as an art. Individual attempts within these forms are said to succeed if they possess something called artistic merit and to fail if they do not. The nature of artistic merit is less easy to define than to recognize. The writer need not even pursue it to attain it. On the contrary, a scientific exposition might be of great literary value and a pedestrian poem of none at all.

The purest literary form is the lyric poem, and after it comes elegiac, epic, dramatic, narrative, and expository verse. Most theories of literary criticism base themselves on an analysis of poetry, because the aesthetic problems of literature are there presented in their simplest and purest form. Poetry that fails as literature is not called poetry at all but verse. Many novels certainly all the world's great novels are literature, but there are thousands that are not so considered. Most great dramas are considered literature (although the Chinese, possessors of one of the world's greatest dramatic traditions, consider their plays, with few exceptions, to possess no literary merit whatsoever).

Another opinion says that the meaning of literature is all sources of information that can be used as a reference by its users. In other words, literature does not have to be in the form of writing, but

can also be in the form of films, recordings, LPs, laser discs, and other objects that can provide useful information.

Literature according to Wellek & Warren (2016:3) "Literature is a creative activity, a work of art. This creative activity produces a row of words or writing that has an artistic element. As a work of art, literature is a human creation that contains the expressions: ideas, and feelings of its creator."

2.4 Social Criticism

According to Mayor Polak (1979:4-8) "Sociology is a science that studies society as a whole, namely the relationship between humans with one another, humans with groups, groups with groups, both formal groups and informal groups or both static groups and dynamic groups."

According to Sawardi (1974:2) "Criticism means presenting the reality with full responsibility with a purpose so that the person concerned makes self-improvement. Literature in general show a certain picture of social life." The social reality displayed bythe author in his work can change the values of the reader's life or in function Sawardi (1974:2) states that literature can be used as a means of social criticism.

According to Pradopo through Endraswara (2013:112) "Sociological criticism is actually more accurately called literature as a reflection of the society that surrounds the time the work was written. This context indicates that the concept of sociology of literature needs

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to be firmly held by critics. The sociological view of literature treats literary works as works that are determined by the conditions of society at that time."

According to Nurgiyantoro (2010:331) "Critical literature is literature that contains critical messages. Critical literature will usually be born in the community if things or events happen what is not right in social life and society. At least it can be seen and felt by authors who have sensitive feelings, who can feel social problems in social life."

Wellek and Warren (1995:111) divide the sociology of literature into three types, namely:

1. Sociology of the author

   Concerned with social status, political ideology, and others concerning the author.

2. Sociology of literary works

   Questioning about a literary work, the subject of the study is about what is implied in literary works and what is the purpose and mandate to be conveyed.

3. Sociology of literature

   Concerned with readers and their social influence on society.

   2.4.1   Forms of Social Criticism

   According to Retnasih (2014), the following are the types of social criticism based on Marx's concept of the sociology of literature:

1. Social Criticism of Political Problems

   According to Sanderson (1933:295) in Retnasih (2014), social criticism of the problem of politics discusses a political system consisting of law and involvement in the community and to find out the relationship externally within and within the community.

2. Social Criticism of Economic Problems

   According to Sumaatmadja (1980:77) in Retnasih (2014) "Social criticism of economic problems discusses various issues concerning how to individuals can meet their various needs from resources limited to rare in number."

3. Social Criticism of Educational Problems

   According to Ahmadi & Nur (2001:98) in Retnasih (2014) "Social criticism of educational problems discusses various educational problems both in terms of family and in the life of the nation and state."

4. Social Criticism of Cultural Problems

   Social criticism of cultural issues discusses various main elements culture itself. According to Charon (1992:196) in Retnasih (2014) "Culture has four elements of culture, namely the idea of truth, which values, which are considered special to achieve certain

goals, and ideas about how humans do things related with the norm."

5. Social Criticism of Moral Issues

Social critique on moral issues deals with everything that related to a value system adopted in life socialize. According to Salam (1997:3) in Retnasih (2014) "The value system consists of: advice, rules and orders passed down from generation to generation, which then form a teaching about how humans should live."

6. Social Criticism of Family Problems

Social critique on family problems discusses disorganization family which is due to its members failing to fulfill their obligations in accordance with their social roles. According to Soekanto (1990:44) in Retnasih (2014) "Family disorganization Usually occurs due to differences in views or economic factors. With social criticism, it is expected that conflict in family disorganization will occur can be minimized and the creation of a harmonious family."

7. Social Criticism of Religious Issues

Social criticism on religious issues discusses various conflict of beliefs and beliefs held in society. According to Salam (1997:182) in Retnasih (2014) "Religion has an important function, namely: to enrich, refine and

foster human culture. However, culture itself has no influence on the subject matter determined by a religion."

8. Social Criticism of Gender Issues

   According to Mansour (2003:12)in Retnasih (2014) "Gender differences are social and cultural interpretations of gender differences. So, gender refers to the role and position of women in society in order to socialize with other communities."

9. Social Criticism of Technological Problems

   Social criticism on technology issues is more about technological developments and their impact on social life in Public.

2.5 Movie

Movie is the result of a work of art that has various elements of art to complement spiritual needs. While the technical process is in the form of artistic skills to realize all ideas, ideas or stories so that they become movies that are ready to be watched.

Movies according to experts:

1. Michael Rabiger (2009)

   "Each film is interesting and entertaining, and makes the audience think. Each of the existing works is unique and interesting so there are many ways that can be used in a documentary to convey ideas about the real world."

2. Marcel Danesi (2010:134)

"A film is a text that contains a series of photographic images that result in the illusion of motion and action in real life."

2.5.1   Character and Characterization

1. Renee

   Women who have a plus size body, have the intention to move forward to be better, like to try, are loyal friends.

2. Jenn

   Renee's close friend who also has insecurity and is a loyal friend.

3. Vivian

   Having the same body posture as Renee, her nature is almost the same as Renee where she is willing to try, is loyal to her friends, and is kind to the people around her.

4. Ethan

   The Renee couple met by accident through the laundry. Ethan is a man who loves Renee not with his body shape, but with what Renee has such as a smart brain, good personality, high trust.

5. Avery LeClaire

   The CEO of where Renee works, looks at Renee in amazement because Renee is smart and insightful.

Renee helped provide solutions in the company where the solution was heard by her immediate superior and realized as well.

6. Grant LeClaire

Is a blood brother of Avery. Grant is also flattered by what Renee has, Grant likes Renee because of her unique character.

7. Lily LeClaire

The founder of the LeClaire company is also kind and respects the opinions of others.

8. Helen Grey

CFO LeClaire who speaks loudly without thinking about other people's feelings.

9. Mason

Renee's partner when she was still an online division. Mason is also good to work with while still working with Renee.

10. Mallory

A beautiful woman whose existence is always seen by anyone, especially men. Men can openly approach Renee by asking for her phone number.

2.5.2   Genre In This Movie

1. Comedy

Comedy genre is the most sought after film to relieve stress. Lots of fresh humor in comedy genre films. Although some of this humor requires a more mature way of thinking, usually the audience of this comedy genre already knows what it means.

2. Romance

Romance films are a type of film that focuses on a particular love story or relationship. Generally, romantic films are also side by side with the drama film genre. The conflicts that are shown are conflicts around romance.
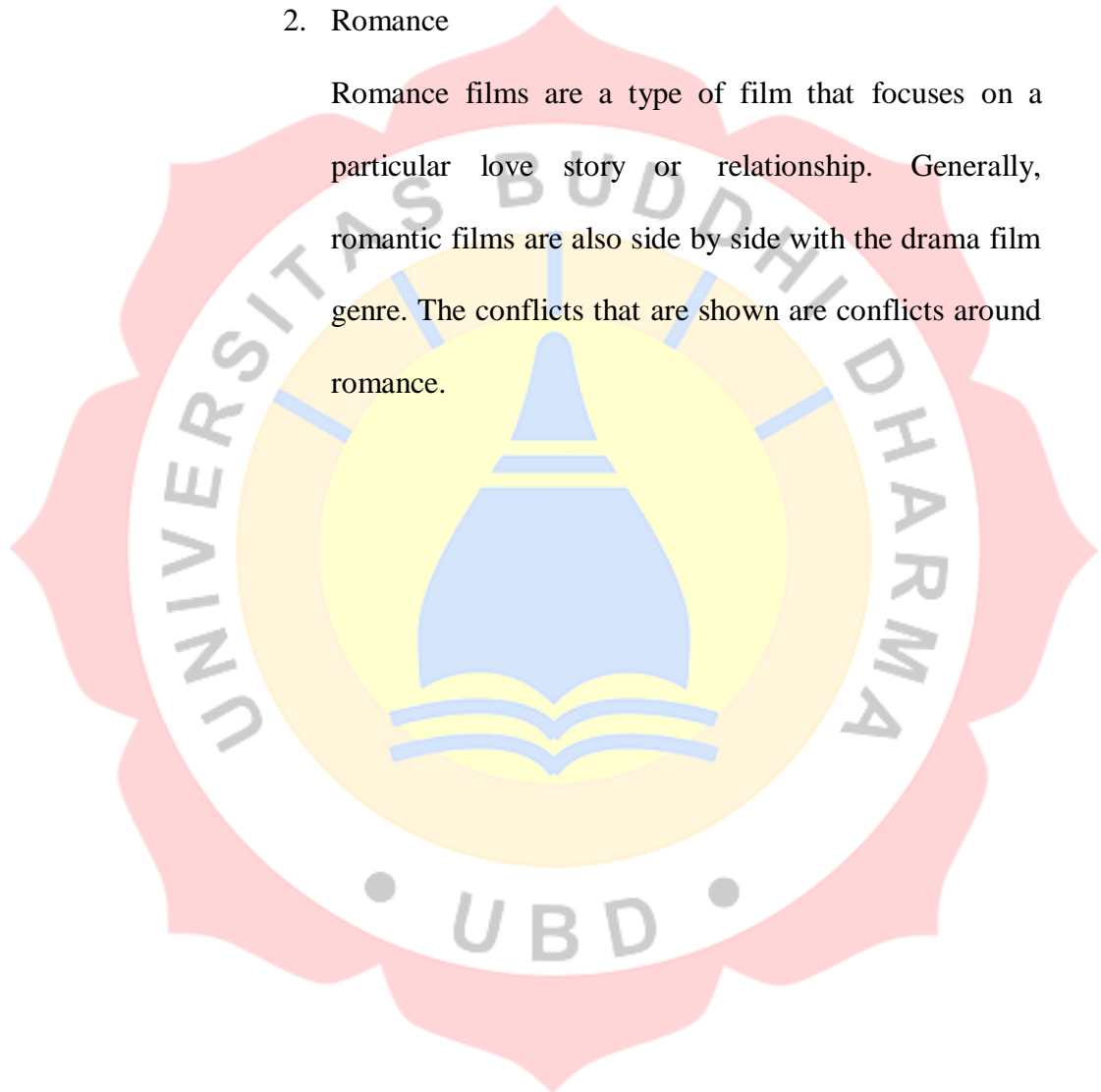
CHAPTER III

RESEARCH METHODOLOGY

3.1 Subject Matter

The subject of this research "I Feel Pretty" is a drama about how people who have a larger body stature or what is now commonly called plus size are mostly not considered to exist. Every country that mostly has such high standards of beauty. Telling about a woman named Renee who is obsessed with being beautiful and also obsessed with being a receptionist, Renee often sees what is happening around her, how there are many beautiful women who might easily make men fall in love at first sight. Because Renee is very obsessed with being beautiful, Renee takes gym classes to beautify herself, but Renee actually has an accident while exercising until she faints so that Renee hallucinates, she sees herself in the mirror has changed to be thin and beautiful, since then she is very confident in living her days by participating in a bikini contest and then applying for her dream job and getting accepted to work at her dream place, which is to become a receptionist.

At one time, Renee and Ethan (Renee's boyfriend) were invited by Avery LeClaire (CEO where Renee worked as a receptionist) to dinner with Avery's grandmother as the founder of the company, Lily and Avery's older brother, Grant. Until finally Renee was invited to

Boston for an important business meeting and also gave an important presentation by Lily. At the Boston hotel Grant comes to Renee's room and Renee runs to the bathroom and locks the bathroom door to avoid Grant until finally Renee suffers a head injury from falling in the bathroom, when she wakes up she realizes and feels her real or former physique.

3.2 Materials

The author uses the movie "I Feel Pretty" directed by Marc Silverstein and Abby Kohn which was released on April 20, 2018 in America.The music used is the music of Meghan Trainor and Michael Andrews. Won MTV Movie and TV Award nominations (2018) for best comedy performance, Teen Choice Award (2018) for comedy. The producers of this film are Amy Schumer, McG, Alissa Phillips, Mary Viola, Nicolas Chartier, Dominic Rustam.

Here the author takes media or internet journals. The author collects various kinds of data related to the research that the author is doing, after the data is collected the author also studies the data and then chooses which ones to include in this analysis and which ones not. All of that supports the analysis that the author did.

3.3 Approach

The approach used in this research is qualitative. According to John W. Creswell in Patilima (2010:61) "A qualitative approach is an investigative process. In this approach, the researcher is the main instrument in collecting data in research."

Qualitative namely data in the form of words, not in the form of numbers. Qualitative data can be obtained from interviews, document analysis, focused discussions, or observations that have been recorded in field notes (transcripts). Another form of qualitative data is images obtained through shooting or video recording.

This method not only aims to make it easier for researchers but also has the aim of understanding the phenomena raised by researchers, qualitative research methods are present to minimize these things from happening, make it easier to determine variables and assist in generating theories.

Qualitative namely the type of approach that intends to understand the phenomenon of what experienced by research subjects (behavior, perception, action, etc.), in a way describe it in the form of words and language. Qualitative research is an attempt by researchers to collect data based on a natural setting.

Data is information or facts made with words, sentences, symbols, numbers, and others. The data here is obtained through a search process and also precise observations based on certain sources. Another understanding of data is as a collection of information or basic descriptions derived from an object or event.

The data itself is still raw. So, if you want to get good and accurate data, it is very important to rely on data that has been trusted for its truth, accuracy, timeliness, and wide scope. In addition, because the data is still raw, someone who reads it and also sees it cannot get

complete information. Not surprisingly, from this data, we still need to process the data that we have obtained until the data can actually produce information that we can understand easily.

3.4 Procedure

There are several data collection techniques such as observation, questionnaires, interviews, literature studies, document studies. In this thesis, the author uses theoretical documentation techniques to obtain the data. Documents can literally be interpreted as something written or printed and all objects that have information selected to be collected, compiled, provided or distributed. Based on this statement, the authors conclude that data collection is very important in research for the sake of research results collected in accordance with the data collected.

There are several steps that the author takes in collecting data:

1. Watch

   The author watched carefully the movie to be analyzed. The author pays attention to scene by scene, listening carefully to what is said in the movie so as not to miss the important parts.

2. Makes Notes

   Mark some important words or sentences before analysis. It has been one-on-one because if there are many parts that must be attached here.

3. Re-read

After that, then completed if something is missing, then the writer processes and analyzes the data.

4. Compiles a Thesis

Then the last is the author compiles a thesis based on the data made at the end of this research.