

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Approach of the Study**

This study used a qualitative approach to gather and analyze data about gender stereotypes in the film *Ferdinand* (2017). A qualitative approach was ideal because it focused on examining behaviors, actions, and narratives rather than relying on numbers or statistics. As Ary, Jacobs, & Sorensen (2010) explained, qualitative research worked best when looking at words, images, and behaviors, making it the most appropriate method for exploring how gender roles were portrayed in a film. The analysis was presented in a descriptive format, highlighting how the film reflected or challenged gender stereotypes, especially through Judith Butler's theory of gender performativity.

#### **3.2 Data Source**

The data for this study came from the animated film *Ferdinand* (2017) directed by Carlos Saldanha. The study looked closely at the narrative, character behaviors, and visuals in the film, particularly focusing on how these elements represented or questioned traditional gender stereotypes. Key scenes and character dynamics were analyzed to see how the film addressed ideas of masculinity, as well as how Butler's theory of gender performativity was reflected in the characters' actions and interactions.

### 3.3 Data Collection

To collect the data, the first step was watching the film *Ferdinand* carefully, with special attention to scenes where gender stereotypes and expectations were clearly represented. The film was then rewatched to take detailed notes on key moments. Important scenes that showed these aspects were selected and categorized based on whether they reinforced or challenged gender stereotypes. Finally, the collected data was reviewed using Judith Butler's concept of gender performativity.

### 3.4 Data Analysis

The data collected from the film, which included scenes, character behaviors, and dialogue, was analyzed to understand how gender stereotypes are portrayed in the film *Ferdinand* (2017). The analysis focused on the appearance, actions, and roles of the characters, especially Ferdinand, to see how they either conform to or push back against traditional ideas of masculinity. Using Judith Butler's theory of gender performativity, the study looks at how the characters' behaviors are shaped by societal expectations and how those behaviors create the idea of gender. The analysis highlights how the film *Ferdinand* (2017) uses these performances to either critique or reinforce gender stereotypes.