

CHAPTER III

RESEARCH METHOD

A. Type of the Research

The researcher used descriptive qualitative research. According to Moleong (2010: 6) that the descriptive qualitative research is a study that explains to understand the phenomenon of the subject of research, behavior, perception, motivation, action, etc., holistically, and the way of describing the result in the form of words and sentences. Based on Punch (1998:29) explanations qualitative research does not use numerical data. He also states that the research question and method are more general at the start and become more focused as the study progresses.

Based on the explanation above, the researcher uses descriptive qualitative research in conducting this research because it is suitable for this type of research. In this research, the units are analyzed in the form of sentences which contain the characteristics, love and faithfulness, and interpreted by using discourse analysis by Teun A. Van Dijk found in *Fifty Shades of Grey* and *The Notebook*.

B. The Unit of Analysis

In this research, the units are analyzed in the form of words and sentences which containing the main character's love and faithfulness as seen in *Fifty Shades of Grey* and *The Notebook*: discourse analysis.

C. Source of the Research

Data are the information of fact collected to solve the problems. Data are facts collected for examination and consideration and used to help decision-making (Cambridge Advanced Learners' Dictionary, 2005: 314). The data are taken from novel entitled *Fifty Shades of Grey* by *E.L James* has topped best-seller lists around the world, selling over 125 million copies worldwide by June 2015. It has been translated into 52 languages, and set a record in the United Kingdom as the fastest-selling paperback of all time. The novel itself has 514 pages. *The Notebook* written by Nicholas Sparks that is also becomes the subject of the research on relation to the topic. It is published in United States in 1996. The novel itself has 224 pages.

D. Data Collecting Technique

In this research, the data were collected by using the observation method (*Metode Simak*) and writing technique (*Teknik Catat*). As Sudaryanto (2015:203) said that observing method is observing: doing by observing, that is observing the use of language. In the data collection, the researcher performs several activities, including the following:

1. Identify data through dialogues and actions related to love and loyalty by the main character in the novel *Fifty Shades of Grey* and *The Notebook*.
2. Classifying data obtained from the novel *Fifty Shades of Grey* and *The Notebook*, sorting through dialogues and actions on key figures related to the research topic of love and loyalty, then writing the data into several

cards also written source pages data making it easier for authors to analyze the data that is closely related to the topics covered.

3. Sort out the parts of the novel *Fifty Shades of Grey* and *The Notebook* that deals with research topics that are about love and faithfulness and their effects.

E. Instrument of the Research

The research instrument is a tool for collecting data, Arikunto (2010: 203) states "instruments are tools or facilities used by researchers in collecting data so that work is easier and the results are good, in the sense of being fast, complete and systematic so that they are easy to process". This research instrument is the researcher himself (human instrument). The research wanted reading, understanding, and identify love and faithfulness by the main character in the novel *Fifty Shades of Grey* and *The Notebook*, after the data were collected, they were analyzed and interpreted by using discourse analysis by Teun A. Van Dijk. Then conclusion was drawn based on analysis.

Table 1. Analysis Table of *Fifty Shades of Grey* and *The Notebook*

Structure	Observed matter	Element
Major character	Character and Characterization (<i>Fifty Shades of Grey</i>)	Christian Grey
Minor character	Character and Characterization (<i>Fifty Shades of Grey</i>)	Anastasia Rose Steele
Major character	Character and Characterization (<i>The Notebook</i>)	Noah Calhoun
Minor character	Character and Characterization (<i>The Notebook</i>)	Allison "Allie" Hamilton
Liking	Intimacy	Christian Grey & Noah

Infatuated love	Passion	Calhoun
Empty love	Commitment	
Romantic love	Intimacy and passion	
Companionate love	Intimacy and commitment	
Fatuous love	Passion and commitment	
Consummate love	Commitment	
Faithfulness in relationships		
Faithfulness in higher power		
Faithfulness to oneself		

Table 2. Discourse Analysis of *Fifty Shades of Grey* and *The Notebook* by Teun A. Van Dijk

Structure	Observed matter	Element
Macro structure (The global meaning of an observable text from a topic / theme raised by a text)	THEMATIC (Theme / topic of the <i>Fifty Shades of Gray</i> and <i>The Notebook</i>)	Topic
Superstructure (Framework of a text, such as the introduction, contents, concluding and concluding)	SKEMATIC (Observe the sequence of events in the <i>Fifty Shades of Gray</i> and <i>The Notebook</i>)	Scheme
Micro structure (The local meaning of a text that can be observed from the choice of words, sentences, and styles used by a text)	SEMANTICS (The semantics of the main meaning to be conveyed in a text in the <i>Fifty Shades of Gray</i> and <i>The Notebook</i>)	Background, details, intention, assumption
	SYNTAX (Sentence structure and syntactic form)	Coherence, sentence form, pronouns
	STYLISTIC (Selection of words used in the text of <i>Fifty Shades of Gray</i> and <i>The Notebook</i>)	Lexicon

	<p style="text-align: center;">RHETORICAL (How the message emphasis is made) Discourse that develops in the community, so it is necessary to do intertextuality analysis to find out how the discourse in the novel text of <i>Fifty Shades of Gray</i> and <i>The Notebook</i></p>	<p style="text-align: center;">Graphics, metaphor, expression</p>
Social Context		The dominance of patriarchy in society

Table 3. The Classification of Research Data

NO	CATEGORY	DATA
1.	Hard Work	
2.	Sadist	
3.	Reserved (Closed Personality)	
4.	Jealous	
5.	Intimidate	
6.	Discipline	
7.	Dominant	
8.	Emotional	
9.	Sensual	
10.	Naive and Blushful	
11.	Religious	
12.	Kind	
13.	Patient	
14.	Honest	

15.	Strong woman	
16.	Liking	
17.	Infatuated love	
18.	Empty love	
19.	Romantic love	
20.	Companionate love	
21.	Fatuous love	
22.	Consummate love	
23.	Faithfulness in relationships	
24.	Faithfulness in higher power	
25.	Faithfulness to oneself.	
26.	Structure macro (Thematic)	
27.	Microstructure (Background)	
28.	Microstructure (Detail)	
29.	Microstructure (Intention)	
30.	Syntax (Coherent)	
31.	Syntax (Sentence form)	
32.	Syntax (Pronoun)	
33.	Syntax (Stylistic)	
34.	Rhetorical (Graphics)	
35.	Rhetorical (Metaphor)	
36.	Rhetorical (Expression)	

Table 4. The Instrument of the Research

No	Category	Descriptive	Indicator
a.	Sadist	A person who derives pleasure, especially sexual gratification, from inflicting pain or humiliation on others.	<ol style="list-style-type: none"> 1. Enchanting and smart to speak 2. Lack of remorse or guilt 3. Having erratic sexual behavior
b.	Reserved (Closed Personality)	Having a closed personality is being quite reserved, quiet and having difficulty opening up to people.	<ol style="list-style-type: none"> 1. Don't trust the person 2. don't know much about the person 3. Small talk
c.	Jealousy	The state or feeling of being jealous.	<ol style="list-style-type: none"> 1. Angry 2. Sensitive 3. Stalking and possessiveness
d.	Discipline	The practice of training people to obey rules or a code of behavior, using punishment to correct disobedience.	<ol style="list-style-type: none"> 1. Obey the rules 2. on time 3. regularly scheduled life 4. carry out the task well by getting used to living in discipline
e.	Intimidate	Frighten or overawe (someone), especially in order to make them do what one wants.	<ol style="list-style-type: none"> 1. Control with fear and revenge 2. Always have a target 3. Can provoke your emotions with things you hate or don't like
f.	Dominant	Most important, powerful, or influential.	<ol style="list-style-type: none"> 1. Strong personality 2. Strong will
g.	Emotional	Of or relating to a person's emotions.	<ol style="list-style-type: none"> 1. Often misunderstand others 2. Easily offended 3. Do not recognize himself
h.	Sensual	Of or arousing gratification of the senses and physical, especially sexual,	<ol style="list-style-type: none"> 1. Embarrassed and nervous 2. Different ways of talking

		pleasure.	3. Seeing Eye Contact
i.	Naive and Blushful	Simple or ordinary in character and being reserved or having or showing nervousness or timidity in the company of other people.	<ol style="list-style-type: none"> 1. Rarely speaking 2. Uncomfortable in a room full of strangers
j.	Love	Feel a deep romantic or sexual attachment to (someone).	<ol style="list-style-type: none"> 1. Willing to sacrifice. 2. Obsessed with him/her. 3. Do anything for him/her. 4. Want to be together more often
k.	Faithfulness	Maintaining a relationship, be it a relationship of friends, dating, or marriage.	<ol style="list-style-type: none"> 1. Respect each other 2. Mutual support 3. Always make decisions together 4. Mutually open
l.	Macro structure	The global meaning of an observable text from a topic / theme raised by a text	<ol style="list-style-type: none"> 1. Covers the whole story 2. Can be seen through ways of character that conflict with each other, how the story is completed 3. Can be impressed through events, stories, atmosphere and other elements such as human values found in stories, story plots, characterization in a story
m.	Superstructure	Framework of a text, such as the introduction, contents, concluding and concluding	<ol style="list-style-type: none"> 1. Introduction of characters and events 2. The beginning of a problem or conflict 3. Towards the peak of the problem 4. The highlight of the problem or climax 5. Settlement

n.	Micro structure	The local meaning of a text that can be observed from the choice of words, sentences, and styles used by a text	<ol style="list-style-type: none"> 1. Background, details, intention, assumption, 2. Sentences, coherence, pronouns 3. Lexicon 4. Graphics, metaphor, expression
o.	Social context	The process of forming text	<ol style="list-style-type: none"> 1. Illustrates how one describes and views others. 2. how the self is seen, understood, and is described by someone. 3. how one sees and portrays the role and position one occupies in society. 4. how to interpret a particular event.

F. Data Trustworthiness

Moleong (2010: 321) states that data trustworthiness could be achieved after dependability, conformability, transferability, and credibility are checked and proven. To get the trustworthiness data in this research in this study, researchers examine the data that were found. Checking was done in two ways, namely intra-rater and inter-rater.

1. Intra-rater

Researchers with diligent observations to find data and aspects that are relevant to the research problem as much as possible, so that the data is really accurate and normal. Observations were made repeatedly and for a long time to

obtain valid research results. In addition to perseverance of observations, researchers use data indicators to improve the truth and trust of data.

2. Inter-rater

The researcher discusses and asks questions with experts who understand the problems analyzed in this study. Consultation is carried out to check the data that has been found by researchers.

G. Data Analyzing Technique

As Sudaryanto (2015:7) state, data analysis is an attempt by the researcher to deal directly with the problems contained in the data. To lead this research, the researcher used a qualitative method. The researcher as the human instrument used observation and note-taking method to collect the data and pad referential method (metode padan referensial) to analyze the data. Those six steps are as follows:

1. Identifying the data from the novel by making some notes.
2. Reading and re-reading the whole data to obtain a thorough understanding, then arranging the data in 4 major topics: the main character's characterization, the main character's love, the main character's faithfulness, and discourse analysis from the novel.
3. Categorizing the data in the table into thematic categories related to the main character
4. Sorting the data by selecting the relevant data and were classified and interpreted according to discourse analysis.

5. Making the interrelation between the description of the data and the theory to get the findings based on the objectives, (1) to describe the main character's characterization as seen in the novel, (2) to describe the main character's love as seen in the novel, (3) to describe the main character's faithfulness as seen in the novel, and (4) to describe how discourse analysis as seen in the novel.
6. Making interpretation of the findings based on her understanding about the theory.