

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research is qualitative research. Creswell (2013) stated that qualitative research is research that focused on emerging the collected data for the researcher to make interpretation on meaning of the data and framed in terms by using words. Descriptive qualitative design was used to conduct this research, as the data was in form of words, sentences, and discourses. This research design is practical and useful for the researcher to analyse moral values of characters and the influential factors received by character to build moral values found in “*Beauty and the Beast*” novel.

3.2 Object of the Research

The object of the research has the most important role in conducting the research. This research’s objects are the types of moral value and influential factors received to build moral values by main character in “*Beauty and the Beast*” novelization. The character in the novel implied and showed the good values and manners as human beings, which are appropriate to be learnt. Therefore, the novelization of “*Beauty and the Beast*” is suitable as the research’s data source.

3.3 Method of Collecting Data

The data of the research was collected by using the method of library research. Specifically, library research examined on either old or modern text, by

utilizing the use of primary data source and secondary data source (Ratna, 2004). The primary data source of this research was the novelization of “*Beauty and The Beast*” and the secondary data source were books, journal articles, and webpages used to support the analysis of this research. There were several steps of collecting data that were followed.

1. Read the novel of “*Beauty and the Beast*”.
2. The data was collected by highlighting the sentences which were actions and dialogues related to objectives of the research.
3. Lastly the data was categorized accordingly into a table.

3.4 Method of Analysing Data

The data of this research was analysed by applying the method of descriptive analysis. As explained by Ratna (2004), descriptive analysis method is done by describing the facts found in the data source and then continued with analysis, which is not just interpreting but also giving enough explanation and understanding. Several steps of analysing data were followed as below.

1. Started by analysing the intrinsic elements of the novelization.
2. Classified collected data as related to two objects of the research, which are moral values and the influential factors received to build moral values by main character.
3. Interpreted classified data by analysis using the theory of moral values by Linda and Richard (1993) and influential factors of moral forming theorized by Cady (2005).
4. The interpretation of data was reported in form of words and paragraphs.

5. The report of data was structured into completed report specifically a thesis.
6. The last step was to reread and cohered the reporting result of the analysis.

3.5 Method of Presenting Research Result

The next step after analysing was to present the results of the research analysis. This research used the method of qualitative strategy by Creswell (2014), refers to a way of reporting the results of an analysis by developing descriptions and themes from the data of the research. The results of this research were presented narratively using words and sentences as there were not diagrams, tables, graphics, and symbols shown. It was done so to let the readers understand the results easily.