

CHAPTER III RESEARCH METHODOLOGY

Research methodology is a method for methodically addressing research issues and can be thought of as a branch of science that examines how scientific research is conducted (Kothari, 2004). It outlines the process used to design the study, how the data needed for the investigation are gathered, how the data are analyzed, and how the analysis' findings are presented.

3.1 Research Design

Research design is a form of observation that enables writers to compile data in a controlled and methodical manner (Abbot, 2013). The writer employed research in a form of qualitative to carry out this study. The primary goal of qualitative research is to generate descriptive data, generally through pictures/visual materials and written words rather than statistics and numbers. When it comes to social or human problems, investigating and comprehending the significance that certain persons or organizations of individuals attach to certain things is done through qualitative research, people believe it is derived from such problems (Creswell, 2014). The researcher applies qualitative research to analyze the principles and traits of power ambition found in the William Shakespeare's *The Tempest*.

3.2 Object of the Research

The objective of this study is to investigate power ambition that is reflected by the characters in the literary work of William Shakespeare's *The Tempest*. Power ambition which is the object of this study is concentrated on the principles and traits. The writer uses power ambition as the object of the research because it is something that exists in the literary work of *The Tempest*. The reflection of this power ambition will later be seen through utterances or conversations uttered by the characters in the literary work of William Shakespeare's *The Tempest*. A ship carrying the king of Naples and his party fights to stay afloat as *The Tempest* begins in the midst of a storm. Shakespeare's tale of an exiled king who uses magic to bring his daughter back to power makes the case that the wealthy and powerful should exercise mercy. *The Tempest* investigates the effects of European colonization on the New World.

3.3 Method of Collecting Data

One of the methods the writer employs to gather data is proposed by Snow & Connor (2016), which is library research method. This method is used to collect data which needs students to understand the content of texts by carefully analyzing the phrase used in the paragraph. This could practically cover every primary and secondary data that is relevant to the discussion; principles and traits of power ambition. This study likewise employed a technique of non-participatory. It means that the writer is not directly involved or without engaging in conversation with the characters. There are several procedures that writer does while gathering the data. First, the drama script is retrieved through website. Second, the writer read that

drama script to get all the data. Third, extract all the utterances containing the power ambition in the drama script. The last procedure is grouping or sorting the data.

3.4 Method of Analyzing Data

The research uses qualitative content analysis to examine the data. This method offers a strategy by focusing simply on the literature's substance for analysis (Flick, 2014). In any case, content analysis enables a structured and adaptable analysis taking into account the interactive study factors. In other words, this makes it possible to examine how different factors affect one another; between principles and traits of power ambition. This thesis utilizes a methodology called latent content analysis to identify the power ambition shown by some characters on contextual and certain situation in the same utterance. In order to analyze power ambition in the drama script, certain situation of utterances are needed. So that is why the researcher uses this method with the support of Machiavelli (1995) theory which could help the researcher.

3.5 Method of Presenting the Result Analysis

The final method is how the analysis result is presented. The method used by the writer for presenting results analysis based on the theory used by Sugiyono (2009). In this study, the writer delivered and showed the data or analysis result through informal method which has been analyzed before. The term “informal method” relates to a mechanism of conveying the results of an investigation through utterances; the results can then be discussed or summarized in terms of sentences

or words. The analysis results are delivered descriptively in order to make the reader easy in understanding it.