

CHAPTER III

METHOD OF THE RESEARCH

The research method extends about the technique of conducting research in solving research problems. This section explains how research is conducted. Furthermore, this is also used for the theories and methods used as well. This method is applied in research, methods used to analyze data, and how to analyze data. In particular, qualitative descriptive method research will be applied in this study because data analysis will be displayed in the form of qualitative presentations.

3.1. Research Design

The design of the research is the subject of planning that aims to make the target to be achieved in the overall research goes well according to what is planned or desired so that the process and objectives of the research in solving problems can run well and clearly and structured. Researchers before publishing scientific research results usually will make the design first. The research design contains the composition of research data generated and collected through data collection instruments, and documentation data. In order to analyze the moral messages by using moral philosophical approach, the researcher applied library research and qualitative research method to answer the objective of the research that is to describe moral values and social values in Scarlet Letter novel.

This study uses a qualitative descriptive research method seen from the results, this research is qualitative research, because this research produces

descriptive data in the form of writing about people or the words of people and their visible behavior. The use of this method is seen as a research procedure that is expected to produce descriptive data in the form of written or oral words from a number of people and observed behavior. (Creswell, 2014) suggested research qualitative as a research method based on philosophy post positivism, used to examine the condition of natural objects, where the researcher is a key instrument, data collection techniques with triangulation, data analysis is inductive or qualitative, and the results of qualitative research emphasize more meaning than generalization.

3.2. Object of the Research

The object of research is something that is of concern in one research, the object of this study was targeted in research for get answers or solutions to problems that occur. The object of research is a scientific goal to obtain data with certain goals and uses about something objective, valid, and reliable about something or certain variables (Sugiyono, 2012). In short, the object of research is the issue, problem, or problem that is discussed, studied, examined in social research. Therefore the object of this research is The Scarlet Letter novel by Nathaniel Hawthorne which originally published in 1850.

Many of Hawthorne's stories take place in Puritan New England, and his greatest novel, The Scarlet Letter is a portrait of the Puritan American classics. The novel tells of a loving and forbidden love between pastors Arthur Dimmesdale, a sensitive and religious young man, with Hester Prynne, a sensual and beautiful city woman. Occurred in Boston during the early Puritan

occupation, this novel gave priority to Calvinist obsession with morality, sexual pressure, mistake and recognition. This *Scarlett Letter* story tells of a woman named Hester Prynne who was imprisoned for adultery and one day in the summer, she and her adultery baby were humiliated on a stage that was intended by the New England people at that time, to embarrass the serious sinner. On stage this sentence, Hester with the letter A bright red on his chest and witnessed a sneering, reproachful, and judgmental view of the surrounding population on trial by high-ranking officials and local clergy who demanded her to name the man who had participated in adultery with her. But Hester while holding her baby persisted and never revealed the man's name.

In the opening chapter of this novel, the writer Nathaniel Hawthorne tells the origin of the story behind this novel, which sets the life of the New England Puritans who have strict rules on norms and insists that the story in this novel is a true story written based on documents he found at the Customs Office where he worked. The author himself is actually a descendant of one of the oldest Puritan families in New England, even his ancestors, William Hawthorne and his son, John were prominent figures who massacred Quakers and sorcerers in the late 17th century, but Hawthorne actually felt the actions of his ancestors this supposedly noble and noble burdened him with feelings of guilt in the groups which had been slaughtered by his ancestors, so he was very critical of the Puritan hypocrisy which was clearly illustrated in his writing. In the concluding chapter, the author conveyed the moral message of this novel uphold honesty values. That because the root of all the tragedies of his writing is dishonesty that

created the misery of the characters. Hawthorne the writer also conveyed how thin the difference in love and hate and even according to him, maybe hatred and love are basically the same. This Scarlet Letter novel is considered the best work of Nathaniel Hawthorne. Scarlet Letter was even ordained as one of America's classic literary works. Indeed, the researcher takes another data of this object of this research from literature book and other data base from internet which related to this research to help the researcher easier in this analysis.

3.3. Method of Collecting Data

Data collection techniques are a technique or method that is carried out by researchers to be able to collect data related to the problems of the research that have taken. According to (Sugiyono, 2012), the technique of data collection is the most strategic step in research, because the main purpose of research is to get data. Based on the explanation above it can be concluded that data collection is a technique used by researchers to obtain data needed from various sources using a lot of time. Data collection carried out by researchers is needed in a scientific research. Data collection techniques used in this research is documentation techniques.

Documentation method is information that comes from important records from either the institution or organization or from individuals. The documentation of this research is taking pictures by researchers to strengthen the research result. According to (Sugiyono, 2012), documentation can take the form of writing, pictures or documentary works from someone.

Based on the two opinions of experts it can be concluded that, Documentation is the process of obtaining information for the purpose of research originating from data in the form of archives (documents), because documents are sources of data in the form of written language, photographs or electronic documents.

In collecting the data, the researcher use some steps to collect the data are as follows:

1. Reading the primary data “The Scarlet Letter” novel for several times to make sure for understanding the novel.
2. The researcher give a mark of sign to the data and make a note about the point that researcher want to analyze.
3. The researcher looking for useful information related to this research analysis, such from web and other supporting source.
4. Go to the libraries to find out the books and information that can support this research analysis such read the previous research.
5. Read the theories about moral philosophical approach from the book or journal for analyze the novel.

3.4. Method of Analyzing Data

Data analysis method is a way to be able to obtain the results of data analysis so that the data can be justified. Based on the data collection techniques used, what will be analyzed is the excerpt of the novel from Scarlet Letter by Nathaniel Hawthorne, from the quotation will be selected and then manage the quote or data which is more specific that will be taken.

Literary works are built by intrinsic elements and extrinsic elements. Intrinsic elements are the elements that build the literary work itself. Extrinsic elements are elements that are outside the literary work, but indirectly affect the building or system of literary organisms (Nurgiantoro, 2009). First, the researcher analyzing intrinsic and extrinsic element of the novel. Intrinsic elements are elements of building literary works originating from within the work itself. In the novel the intrinsic elements are in the form of themes, plots, characterizations, backgrounds, perspectives, language styles, and mandates. Data analysis is the further steps of data collection, namely the methods used to manage and analyze research or analysis data. Then after the data related to the problems in this research are collected, then the follow up is analyzing activities.

3.5. Method of Presenting Research Result

According to Sugiyono, the most frequent form of displaying data for qualitative research is by using text. The result of this research is presented by qualitative descriptive method (Sugiyono, 2012). This method present the data analysis result by using words or sentences.