

CHAPTER III

RESEARCH METHODOLOGY

The research method is the structure, rules, activities, and procedures used by researchers to conduct research. Researchers discuss research design, research object, data collection method, data analysis method, and method of presenting research results in this chapter.

3.1 Research Design

This research design is qualitative research. Qualitative research as research that aims to understand the phenomena experienced by research subjects. More fitting and suitable for researching matters relating to research, attitudes, motivations, perceptions and actions of the subject. In other words, this type of research cannot use quantitative methods. In this study, the researchers found problem data that could be obtained from theory, facts, and data taken from a literary work, namely the novel. According to Gerard (2001), the qualitative methods are usually concerned with testing previous hypotheses of theory. According to Aspers (2019) the qualitative method is a systematic subjective approach used to describe life experiences and give them meaning. Qualitative research is an iterative process in which an increased understanding of the scientific community is achieved by making significant new differences that result from getting closer to the phenomenon being studied.

3.2 Object of The Research

The Object of the Research was Social Classes and Class Struggle in “Crazy Rich Asians” novel by Kevin Kwan. This research related to the types of social classes and social class struggle. The researcher used the theory of Max Weber and Karl Marx. In conducting the research, the first thing to pay attention to is the object of research to be studied it contained with the problems that will be used as research material to find solutions. According to Arikunto (2010:29) "The object of research or research variable is something that is at the core of the research problem." Based on the explanation of theory above, the researcher focused on two problems in this research. The first is the strategy of reading social classes in the novel of “Crazy Rich Asians” novel by Kevin Kwan. The second is the strategy reading and analyzed social class struggle in the novel of “Crazy Rich Asians” by Kevin Kwan.

3.3 Method of Collecting Data

The researcher used the document study to collect the data. It means that document study is the method of collecting data-based text to analyze the context. In this chapter, the researcher analyzes about primary and secondary data. According to (Lofland, Snow, Anderson, & Lyn, 1984, p.47) in Moleong (2007:15) state that primary data is the main source of the data. The primary data of this research is the one of Novel by Kevin Kwan which are taken from his book entitled “Crazy Rich Asians” that published in June 2013.

To enrich the materials and complete the research, the writer uses the secondary data. Consistent with Lofland and Lofland (1984:47) in (Lexy Meleong, 2007.p.15) state that secondary data is additional information and sources that support research. The secondary data of this research are all written works that support research to add information and understanding, including the adaptation movie version of “Crazy Rich Asians”, books of theory applied, books of methodology of the qualitative research, and some internet sources. There are some steps, which are too used to collect the data of this study. These are as follows:

1. Read and understand the novel “Crazy Rich Asians” by Kevin Kwan.
2. Choose materials or sources that are appropriate to the problem and research objectives.
3. Conduct a survey of paragraphs and dialogues in the novel.
4. Choose the data dialing with the problem to be studied.

3.4 Method of Analyzing Data

The data analysis method is divided into two main steps, namely; analyze the intrinsic and extrinsic elements in a novel. The first step, the researcher analyzes the intrinsic elements or elements of fiction, which means a set of aspects in fiction that are built from within the story itself. So, in this chapter the researcher analyzes the intrinsic elements of fiction which consist of plot, characters, setting, point of view, and theme. For extrinsic researchers get data from sources such as books or e-books. Research data in the form of

paragraphs and dialogue quotes from events in this study are simple. The steps to analyze the data are as follows:

1. Review the data that has been collected.
2. Determine the components of social conflict and social literature.
3. Develop theories that will be used for analysis.
4. Draw conclusions based on data analysis.

3.5 Method of Presenting Analysis Result

This method presents the results of data analysis using words or sentences. The data are qualitative reporting, meaning that research is conveyed using the form of words or paragraphs to convey research, and descriptively generate and describe to the reader about the research. The researcher chose this method because the researcher used sentences and paragraphs to clearly explain the research results. So, to provide a high level of understanding, qualitative descriptive methods are suitable for presenting research results.