

CHAPTER III

METHOD OF RESEARCH

3.1. Research Design

This research is qualitative research. This kind of research is chosen because this research is related to understanding of procedure descriptive data “data collected form words, images, and not numbers” as stated by Moleong (2006). As qualitative research, the methods in collecting data and analyzing data for this research. This research method is help in facilitating diverse knowledge about social phenomenon. Neuman (2003) stated that the research use documentation of data in the form of the text, images, symbols, and forth. This research is concerned with studying the issues facing women at its starting point. It seeks to search and explore the social dynamics and relationships in patriarchal society from women’s perspective. This research is not just adding women to the equation or engaging women as researchers and also takes into account women’s viewpoint as the base of this research proceeds from a standpoint that values women’s experience, needs and ideas of the social world.

3.2. Object of the Research

The object of the research is the image of the women in 1930s in America and its critic shown in “Gone with the wind” by Margaret Mitchell. This primary data is taken from the novel “Gone with the wind” by Margaret Mitchell, while

the secondary is taken from books and internet sources which support this research.

3.3. Method of Collecting Data

The method of collecting data of this research is documentation because the data is taken from documents. This method is suitable to be applied in collecting data for analysis of conditions in the past because the data from the document which regardless time and place. In this case, this method used to collect data can be seen below the step:

1. The researcher reads the novel several times to understand the story.
2. The research identifies utterances and act which reflect image of women and feminist reveal to the main character Scarlet Ohara.
3. The research takes a note after reading that contain image of women and feminist reveal to the main character Scarlet Ohara.

3.4. Method of Analyzing Data

In analyzing the data, the researcher employs qualitative descriptive method. The researcher only describes data found based on truth as when the research conducting. After all, this method is suitable to analyze feminist issue in a novel.

1. The researcher analyzes the data collected based on feminist of literature theory By William L O'Neill
2. The researcher compare the data found image of women by Scarlet O'Hara.

3. The researcher describes the data analysis one by one with clear explanation.
4. The researcher makes conclusion based on data found.

3.5. Method of Presenting Research Result

In this research, the researcher used method in informal presentation. The researcher presented the data analysis are displayed in the form by sentences. The researcher presented the result of data analysis based on the purpose of the research.