

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This part primarily contains numerous studies and other material from foreign and local researchers. It consists of data analysis techniques, research limitations, and research methods used to answer research questions.

#### **3.1 Research Design**

The research design consists of gathering, inspecting, and evaluating data when choosing a design known as the research design. This research alludes to a method for logically and cohesively integrating the various parts of a research effort. The researcher must consider data collection and analysis when choosing a research design(Creswell & Creswel, 2017).

The aim of the research design being evaluated is to assure that the data collected allows us to provide the clearest possible answers to the author's questions. The author of this study uses qualitative research. Qualitative research that places a strong emphasis on looking for explanations, concepts, traits, symptoms, symbols, or descriptions is called a phenomenon. Phenomena are events that are noticed, liked, or disliked that often occur in the environment and people's lives (Creswell & Creswel, 2017). in people's lives Information spreads quickly in society. This qualitative research examines and identifies solutions using research techniques. Qualitative research seeks to uncover phenomena that occur in society from data or public opinion. This research methodology focuses on developing the data collected for the researcher to build a qualitative interpretation of the significance of the information. Qualitative techniques are a type of research that focuses on social and humanitarian concerns through examining and understanding certain groups or individuals.

Methods Important techniques are used in qualitative research to gather data from research participants, perform inductive analysis of data from specific issues to broad themes, and formulate conclusions. In this study, the meaning of facts is expressed in words, sentences, and utterances are explained. This research methodology is suitable for studying the psychological aspects of love and the need for belonging in Margaret Mitchell's novel "Gone With the Wind". This method was chosen for this study because it allows flexibility to focus on textual data from the novel *Gone With the Wind* and because qualitative research gives a narrative and research strategy that are appropriate to describe powerful women. Qualitative research also places more emphasis on describing phenomena .

### **3.2 Object of the Research**

this topic of the thesis's subject investigation is the third grade of needs love and having—that is the title main character in Margaret Mitchell's novel "Gone With the Wind" experiences with a psychological perspective based on Maslow's Hierarchy of Needs theory. The requirement for love and the desire for belonging will be separated into three groups according to Maslow's idea of the hierarchy of needs in his thesis. These three categories include the need for love and belonging from friends, the need for love and belonging from intimate connections, and the need for love and belonging from family. 1939 American epic historical romance called *Gone with the Wind*. Scarlett was portrayed by Vivien Leigh, Rhett by Clark Gable, Ashley by Leslie Howard, and Melanie by Olivia de Havilland.

The prize for best romance movie went to the movie *Gone With the Wind*. This established a record for the overall number of nominations and victories at the time. The movie was so well-liked that it broke the record for

highest-grossing movie ever filmed and kept it for more than 25 years. It continues to be the most profitable movie in box office history after accounting for inflation in money.

### **3.3 Method of Collecting Data**

Researchers employed non-participatory observation for data collection. Be it participator or non-participator, overt or covert, observations can be structured or unstructured. In comparison to unstructured approaches, a non-participator structured approach offers higher regulate the accuracy and validity of the measurements, but (Creswell & Creswel, 2017) note that it is constrained in the amount of rich and varied data that can be gathered. The data collection process is a procedure of gathering various items that will be used as research material, as can be observed from the knowledge provided above.

### **3.4 Method of Analyzing Data**

The researchers collect data by applying library research methods. Library research methods analyzes old and modern texts by utilizing primary data. This study uses the novel "go with the wind" as the data or source of primary data and secondary data. Primary data is information collected by researchers. The main data or data source of this study is the novel "go with the wind", and secondary data comes from articles and books. from articles and books. The stages of data analysis in qualitative research are the stages of nominate, manage ,decision important parts of the data obtained in the field so that they become a conclusion to be conveyed to the society. (Creswell & Creswell, 2018).

In content analysis, it is an analysis of the research variable system, and makes it possible to analyze the contents of the novel *Gone with the Wind* namely Scarlett O'Harra's need for love as reflected in the novel *Gone with The*

Wind. The steps in analyzing the contents of the novel include: coding the contents of the novel which have certain conditions and characteristics in common, after that start grouping the data, and finally evaluating the contents of the novel with Abraham Maslow's theory so that data descriptions and can be made By utilizing data sources, library research studies well old and new text.

### **3.5 Method of Presenting Research Result**

This thesis will demonstrate researchers will assert descriptively. Descriptively research is qualitative research that uses descriptive methods because that is the way it is. It generally uses words, not Quantities or ideas which is quantified and its describe is the ability to cause many phenomena. which is produced in this qualitative research using descriptive method because that's the way it is in based on the goals of the research objectives. with research objectives that focus on the need for love and a sense of belonging. The findings of this investigation focus more on the interpretation of the discovered data.

the data found Instead of being reported in the form of pictures or tables with statistical measurements, the results are described in descriptive language and told as a story. The presentation of the qualitative research methodology in this data, which also includes quotations and problem descriptions, is very important. The description of research results begins with a quote and is followed by a description of the quote. Portions of *Gone With the Wind* that serve as textual evidence. while the description is an explanation of the phenomenon that has been obtained from the contents of the novel manuscript. The two steps aim to present a complete presentation. Through this thesis, the researcher will explain the qualitative method descriptively. qualitative descriptive research method is an approach to explore and understand the meaning of individuals or groups that

describe social or human problems. Research process involves questions and procedures that arise. Data are typically collected in research participant settings, inductively constructive analysis of the data from details to common themes, and the researcher makes meaningful interpretations of the data.