

## **CHAPTER III**

### **RESEARCH METODOLOGY**

#### **3.1 Research Design**

The purpose of study design is to collect data for analysis. The purpose of data research is to assist an individual in recognizing and addressing data-related challenges. The qualitative method will be used by the researcher. The qualitative approach necessitates the researcher extracting and describing information from utterances or sentences. According to Creswell (2013) "Qualitative research is associated with understanding and appreciating the importance that individuals or groups place on a social human situation." According to the above understanding of qualitative research, it is a strategy for studying phenomena that analyze the condition of an object with the goal of trying to uncover the causes for behavior that is recorded in a data by using words.

This study's findings or the data are conveyed in the form of words and phrases. The descriptive qualitative technique gives an accurate representation of the research object's circumstances. This study use theory Lindsey (2015) to investigate gender inequality in the novel Kim Jiyoung; Born 1982 (Nam-Joo, 2016) as a data source. The novel tells us about the life of Kim Jjiyoung who faced unequal rights in society reflecting to the gender roles.

#### **3.2 Object of the study**

In this research, using a novel that focusing on a life of a girl that soon turned into a woman, living in South Korea with the normalized patriarchy society and the object of the research id the gender roles that exist in the novel. Learn through the novel Kim Jiyoung on how the gender roles that exist in in such urgently

imbalance. Pointing the data that offered by the novel, using the feminist theory so that the researcher can pull a line and highlighting the matter. The major data source is the main source of information used in the research; The book Kim Jiyoung, Born 1982 serves as the major data source for this study. Using primary data, often known as raw data or first-hand information. The secondary data source comes next. Secondary data refers to information gathered by others and previously used to direct research. The researcher discovered information from outside sources such as books, journals, and the internet.

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

The methodology of library research was employed to collect the study's data. Regardless of the creation date of literary resources, the library research approach evaluates them using primary and secondary data sources (Ratna, 2009). The main source of material for the study was Cho Nam-joo's 1982 novel Kim Jiyoung; Born; further relevant books and journal articles were used as secondary sources. The data source's objective is to facilitate the gathering of data for various research objectives. The selected secondary data was used as a benchmark for additional study. The procedure for gathering data was carried out methodically, following a predetermined flow of actions. The authors established the purpose of the study before any data were gathered.

In relation to the research, the technic for collecting data, the researcher employs the full observer method, in which the researcher observes the data without participating; the stages employed by the researcher are as follows:

1. Reading Kim Jiyoung; Born 1982 novel for a couple times to fully comprehend the novel's plot.

2. Locate some supplementary sites that will direct the researcher to the necessary info.
3. Make a list of the material that is most relevant to the research topic and collect it.

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

Several steps were taken by the researcher to analyze the data. The initial stage involved doing a preliminary analysis of the novel Kim Jiyoung, born in 1982, and its essential components. The fundamental intrinsic elements of the data source are evaluated first. The plot, the setting, the characters, the point of view, and the themes are some of these elements. The second stage was applying gender roles that were taken from Linda Lindsey's feminist theory to analyze extrinsic factors, as demonstrated in Cho Nam Joo's work *Kim Jiyoung; Born 1982*.

Firstly, the researcher prepares and organize the data source for analysis. It involves looking for any data phenomenon connected to Gender Inequality in the novel *Kim Jiyoung, Born 1982*. After collecting data on the phenomenon of Gender Inequality, data selection was repeated to get the most relevant data on the phenomenon of Gender Inequality. The next step will be to read or examine all of the most relevant data. This stage gives an overview of the material as well as an opportunity to remark on its overall significance. At this stage, qualitative researchers will make notes in the margins of transcripts or begin capturing general opinions about the data. It indicates that by exhibiting the data in this stage, the researcher would be easily grasp and assess what was happening with the supplied data.

The next will begin by categorizing all of the data. The categorized refers to the process of arranging data and list them under the theory. This requires categorizing text data acquired during data collecting. This stage would be regarded as the researcher analyzing the Gender Inequality in Kim Jiyoung, Born 1982 and mentioning their categories. After all the data are collected, next thing that the researcher do is reducing the repetitive data. Afterwards, in the paper with qualitative research, the final stage in data analysis is to interpret the findings or results. These might be interpreted personally by the researcher. Thus, in this part, the researcher conveyed his or her interpretation of the data acquired.

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

The researcher used a qualitative descriptive method to report the research findings. According to Creswell (2013), the qualitative descriptive approach collects data in the form of words and presents it in a descriptive way. To convey the gender roles in Cho Nam Joo's novel Kim Jiyoung; Born 1982, the researcher employed the descriptive qualitative approach, presenting the findings through verbal descriptions and explanations. It is envisaged that readers will find it simpler to comprehend this research using this presentation style.