

## **CHAPTER III**

### **METHOD OF RESEARCH**

#### **3.1 Research Design**

Research design is the structure of research methodologies and procedures used by a researcher to start a study. The research design that had been applied for this research is descriptive qualitative. According to Creswell (2013) descriptive qualitative research can be defined as a method for investigating and comprehending the importance that individuals or groups bring to a social or human situation. The descriptive qualitative also allows us to analyze literary works. As for this research, the researcher applied descriptive qualitative because the data source that had been chosen is a novel entitled “Kim Jiyong, Born 1982” by Cho Nam-joo.

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

The object of research is one of the most essential parts in writing a research. “Kim Jiyong, Born 1982” is a novel written by a South Korean author who was also a television scriptwriter, Cho Nam-joo. The novel was originally written and published in Korean language, but the researcher took the English version as the data source of this research. The object of this research is mainly focused on the result of analyzing the gender discrimination along with its violence as the results of the gender discriminations experienced by Kim Jiyong as the subaltern women of the novel “Kim Jiyong, Born 1982” by Cho Nam-joo. The main approach of the mentioned novel is feminist approach.

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

The method of collecting the data is an important part while writing for a research. The method that had been conducted while collecting the data for this research is the documentation method. According to Creswell (2013) there are several methods of collecting the data, such as investigations, interviews, documentation, case studies, and secondary data analysis, but Creswell (2013) also argued that an accurate source of text data for the qualitative research is documentation analysis. Moreover, Creswell (2013) also added that the qualitative research had been known as finding the data through words or documentation.

There are several stages that the researcher had done for this research. The first step was the researcher read the whole novel “Kim Jiyoung, Born 1982” several times in order to find the data related to the object of the research accordingly. While reading the whole novel, the researcher divided the found data according to object of the research. After dividing the found data, the researcher highlighted them and then the highlighted texts are ready to be analyzed according to the theories that had been applied by the researcher.

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

The applied method for analyzing the data is content analysis. This is one of the methods that can be used to explore and convey the complex meanings and dynamic processes of a given literary work. According to Krippendorff (1991) content analysis can be defined as a method used in research for making accurate inferences about the context of data. These are the steps that the researcher took while analyzing the data, as follows:

1. The researcher analyzed the intrinsic elements of the data source, the novel “Kim Jiyoung, Born 1982” by Cho Nam-joo. The elements that the researcher had analyzed for this part were the theme, the characters, the plots, the settings, and the point of view.
2. The researcher analyzed the extrinsic elements which were done by applying the theory of Spivak (1988), the theory of Rogers (1981), and Lundberg-Love & Marmion (2006).

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

After completing the method of analyzing the data, the researcher finally conducted the last step of research which is presenting the result. According to Creswell (2013) the researcher needs to present the result of their research descriptively because the research was formed by using words, sentences, and paragraphs. Thus the method of presenting research result applied the descriptive-narrative method.