

## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1. Research Design

Research design helps guide the analysis process effectively. Creswell (2014) defines research design as the type of inquiries used in qualitative, quantitative, and mixed methodologies, providing specific guidelines for the research procedures. The researcher has chosen descriptive qualitative research as the method because according to Creswell (2013), qualitative research begins with assumptions and worldviews, utilizing a theoretical lens to analyze social or human issues concerning individuals or groups.

#### 3.2. Object of the Research

The research is based on an analysis of Joseph Conrad's novel "Heart of Darkness," first published in Blackwood's Magazine as a three-part serial in February, March, and April 1899. The novel follows the story of Charles Marlow, a sailor who sets out to gain knowledge and understanding but instead encounters the darker aspects of humanity. The focus of this research is on the portrayal of esteem needs by the major characters in "Heart of Darkness." The researcher identifies two main issues within the novel for analysis. First, the esteem needs reflected by the major characters and the impacts of unfulfilled esteem need on the major characters in "Heart of Darkness" novel by Joseph Conrad.

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

According to Creswell (2014), qualitative analysis requires detailed and well-documented findings to accurately address the research problem. In this research, the researcher utilizes non-participatory observation, as described by Fraenkel et al. (2012), wherein the researcher observes the data source without actively participating in the observed activities. To observe the data, the researcher employs the library research method, as outlined by George (2008) which involves reading and comprehending information from the primary data source, "Heart of Darkness" by Joseph Conrad, as well as secondary sources such as articles and books. The data collection process begins with the researcher selecting "Heart of Darkness" as the primary data source. Subsequently, the researcher reads the novel repeatedly to identify the esteem needs reflected by the major characters and the impacts of unfulfilled esteem needs on the major characters. After identifying these occurrences, the researcher collects all relevant data. Finally, the researcher analyzes the data, categorizing the findings based on the esteem needs reflected by the major characters and the impacts of unfulfilled esteem needs on the major characters in "Heart of Darkness" novel by Joseph Conrad.

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

In analyzing the data, Wellek & Warren (1956) identified two elements for analyzing literary works. The first is intrinsic elements, which entail the interpretation and analysis of aspects within the literary work itself. The second is extrinsic elements, which are external factors that refer to aspects outside the literary work itself that do not directly influence its structure or system such as the author's life experiences and historical context. Additionally, the researcher applied

Maslow's theory of esteem needs to analyze the major characters in Joseph Conrad's "Heart of Darkness."

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

Following the completion of the analysis, the final step involves presenting the research findings. Creswell (2014) suggests that results from qualitative analysis should be presented descriptively because the results typically in the form of words and sentences. The presentation of research results begins with writing the findings based on the analysis. Subsequently, the researcher orally presents the findings in a descriptive manner, based on the summary of the research results.