

CHAPTER III

RESEARCH METHODOLOGY

The researcher outlines the research methods in this chapter. This chapter discusses the research design, the object of the research, the method of collecting data, the method of analyzing data, and how to present the research results. Each method is provided to ensure that it is clear, coherent, and relevant to the research's objectives. This methodology, which is based on Maslow's theory of Hierarchy of Needs, focuses on Love and Belonging Needs and serves to assist in the qualitative research on the psychology in Tess Wakefield's novel "Purple Hearts."

3.1. Research Design

The research design is the method of data collection selected by the researcher to carry out the research. It is a method for integrating the different components of a research aim in a cohesive and coherent manner. According to Creswell (2017), research design is the researcher's procedure for detailing data collecting and analysis procedures. He claims that a study design is the pattern that a researcher uses to collect, analyze, and interpret data.

The researcher must examine how data will be collected and processed when selecting a research strategy. Qualitative research is focused on structures and patterns, as well as how something is (Litosseliti, 2010). As a result, the researcher employed a method that is qualitative because the data discovered is in the form of words, rather than statistic. The researcher then analyzed it in words, and the interpretation of the data results is also in the form of words. As a result, the researcher descriptively analyzed and interpreted the data.

3.2. Object of the Research

In this literary study, the researcher examines the psychology of literature in a literary work, such as Tess Wakefield's novel "Purple Hearts," which was published on April 25, 2017 by Atria/Emily Bestler Books/Alloy Entertainment and has 346 pages. Although this work did not win any major literary awards, it was popular by readers, particularly those who like romance and young adult fiction. The work has also been translated into a number of languages, including Indonesian, Spanish, German, French, Italian, Portuguese, Polish, and Turkish, demonstrating its international popularity and cross-cultural appeal. One of the most notable accomplishments of the "Purple Hearts" novel is its adaptation into a Netflix Original Film in 2022. The film immediately gained to the top of Netflix's worldwide charts upon its release, becoming the most viewed video in its first week of release. This achievement brought the original novel's ideas to a wider worldwide audience and greatly increased its popularity.

In this research, the purpose is to discover the struggles of the main characters to fulfill love and belonging needs in the novel "Purple Hearts" by Tess Wakefield and also to figure out the obstacles of the main characters to fulfill love and belonging needs in the novel "Purple Hearts" by Tess Wakefield. Moreover, the psychological approach of Hierarchy of Needs developed by Abraham Maslow was applied in this research as the main theory. Next, The "Purple Hearts" novel by Tess Wakefield is the source data of data collection for this research. The data is taken from the part of Cassie and Luke's story based on novels related to Love and Belonging Needs.

3.3. Method of Collecting Data

Methods of data collection are actions made by researchers to collect data for research. The researcher employed a method that is qualitative because the data discovered is in the form of words. Library research by Ratna (2020) is used to collect the data. In addition, library research utilizes data source technique from both primary and secondary data sources. The “Purple Hearts” novel by Tess Wakefield is the primary data source for this research. Also, for the secondary data sources, the researcher used books, journal articles, or any articles that tied to psychological, especially Hierarchy of Needs, were used to collect the data. Some steps taken by the researcher in collecting the data based on the objective of this study were:

1. First, the researcher read and comprehended the whole novel, as primary data source.
2. Second, the researcher understanding the psychological issues of the main characters’ struggles and obstacles that they faced to fulfilling their love and belonging needs.
3. Third, the researcher highlight all the data relating based on the objective of the research with colored pens to highlight important portions of the book. The highlighted texts then served as the data that was gathered and examined by the researcher using the theory.

3.4. Method of Analyzing Data

After collecting the data, the researcher analyzed it. According to Creswell (2017), data analysis in qualitative research is directly tied to other components of

the research, such as data acquisition development and outcomes summary. Furthermore, data analysis is linked to data theory. This research looks at psychological phenomena that appear in the data. The theory of the hierarchy of needs, particularly the needs for love and belonging, as well as psychological issues associated with data theory, are the focus of the researcher.

The descriptive analysis method was applied by the researcher to analyze the data in words. Ratna (2020) argues that the descriptive analysis is a method was used to analyze the data via understanding and explanation accordance with the theory used. The following are the steps for data analysis, including:

1. First, the researcher started by reading several times to identify the elements of fiction. The researcher analyzed the novel's intrinsic elements, such as plot, setting, point of view, theme and characters.
2. Second, the researcher analyzed the novel's extrinsic elements. The elements were determined by applying Abraham Maslow's psychological approach, the hierarchy of needs of love and belonging, to the main characters' struggles and obstacles to fulfilling their needs, as applied to Tess Wakefield's novel "Purple Hearts".

3.5. Method of Presenting Research Result

The last step in this research is to deliver the outcomes of the analysis after it has been completed. After analyzing the data, the researcher utilized words to present the research findings. Creswell & Creswell (2018) stated that qualitative research methods would convey the study's findings using words, phrases, and sentences. As a result, diagrams and symbols were not used because everything

relating to the research findings was written down. As a result, the researcher presented the research findings through descriptive narrative language, depending on the theories used.