CHAPTER III

RESEARCH METHOD

3.1 Design of the Study

This study employs a qualitative method, since this method deals with a source of well-grounded, rich descriptions and explanations of processes in identifiable local contexts and this method also derives fruitful explanations (Miles & Huberman, 1994), and it is suitable for this study that aims to gain a deep understanding of the characters in two versions of a fairy tale entitled *Jack and the Beanstalk*. This aim is achieved by focusing on the way each character is presented in each version.

3.2. Analytical Framework

This study incorporates Van Leeuwen's representation of social actors as the analytical framework. He proposed ten categories, which are: (1) inclusion and exclusion; (2) role allocation; (3) genericisation and specification; (4) assimilation and individualization; (5) association and dissociation; (6) indetermination and differentiation; (7) nomination and categorization; (8) functionalization and identification; (9) personalization and impersonalisation; and (10) overdetermination. These categories show the way a certain character is presented both in Lang version and in Jacobs version.

3.3. Data Source

This study examines two versions of a fairy tale entitled *Jack and the Beanstalk*. One version is written by Andrew Lang and the other one is written by Joseph Jacobs. Both versions are available online and can be obtained from http://www.pitt.edu/~dash/type0328jack.html. The study focuses on the presentation of the characters in the story.

3.4. Data Collection

The data for this study is a fairy tale. The data was taken purposively based on two considerations. Firstly, the fairy tale must be well-known and has more than one version. Secondly, the versions must be written by authors that have different cultural background.

The data sampling for textual analysis requires the references of seven characters in both versions, which are Jack, Jack's mother, Jack's father, the fairy, the giant, the wife and the man.

3.5. Data Analysis

As stated earlier, this study employs CDA proposed by Van Leeuwen with his classification in representation of social actors. The analysis itself has three stages, which are describing, interpreting and explaining the data. During the interpretation and explanation stages, the two versions of *Jack and the Beanstalk* are also compared to one another to see the similarities and differences in them.

In the description stage, the data of the study, which is the characters' references in each version of the story, is categorized based on Leeuwen's categories for representation of social actors. An example is presented below:

Character	Reference	Sentence	Par.	Category
Lang version				
Jack	A very persevering boy	--but he was *a very persevering boy*, and he knew that the way to succeed in anything is not to give up.	12	Differentiation
Jack	A dainty morsel	The Wife: When he is at home I must hide you, for he has eaten up all my pages hitherto, and you would be *a dainty morsel*, my little lad.	30	Impersonalization
Jacobs version				
Jack	Little rogue	The Wife: Then, if it's *that little rogue* that stole your gold and the hen that laid the golden eggs he's sure to have got into the oven.	52	Differentiation
Jack	A fool, a dolt, an idiot	Jack's mother: Have you been such *a fool,* such *a dolt,* such *an idiot*, as to give away my Milky-White, the best milker in the parish, and prime beef to boot, for a set of paltry beans?	23	Impersonalization

Table 3.1. Example of Analysis in Description Stage

The table shows that in Lang version, Jack is referred to as a persevering boy in a sentence in paragraph 12, and the reference falls into the category of differentiation. It also shows that Jack is referred to as a dainty morsel in a sentence uttered by the wife in paragraph 30, and the reference is categorized as

impersonalization. Similar descriptions can be derived from the example for the references in Jacobs version.

In the interpretation stage, the categorization result is looked closely to answer the questions to how a particular character is presented in the story and why he/she is presented that way. From the example above, it is apparent that Lang differentiates Jack from other characters by presenting him as someone who is very persevering and he is also impersonalizes Jack as an object, which is a dainty morsel. The former gives the readers a good impression about Jack, because persevering, the ability to withstand unpleasant things, is a desirable trait, and the latter makes the readers feeling sorry for Jack because he is considered as the same as something as insignificant as a dainty morsel. On the other hand, Jacobs differentiates Jack as a little rogue and impersonalizes him as a fool, a dolt and an idiot. Both give the readers a bad impression about Jack, because a rogue is a dishonest person or someone who enjoys making trouble, and the three abstract concepts are undesirable traits. However, by using differentiation to present Jack, both authors consider this character important and want the readers to be able to distinguish him from other characters.

Lastly, in explanation stage, the ideology of each author is unveiled by examining both the categorization results and the explanation of the data. From the example showed earlier, we can see that Lang prefers someone with good and desirable traits as the main character in his story, setting this main character as a good example to be followed by the readers, especially young boys, just like Jack is. We can also see that Jacobs prefers someone who has undesirable traits and is slightly

rebellious as his main character, making the readers aware that everyone has a positive and negative side, and even a protagonist has a negative side.

3.6. Research Procedures

There are several steps taken in doing this study, they are:

First, choosing the issue to be studied, which is the characterization in a fairy tale that has more than one version. This issue is chosen because fairy tale, along with the characters in it, is a form of literary work that has a big influence on its readers, especially children.

Second, obtaining the fairy tale to be studied, which is the story of Jack and the Beanstalk that has two versions written by two different authors. The texts are downloaded from the internet.

Third, reading the two versions of the fairy tale thoroughly to gain a comprehensive understanding of the way the characters are presented in each version. This understanding is achieved by reading the texts repeatedly and paying attention to the details in the story.

Fourth, analyzing the data using CDA and Leeuwen's representation of social actors, or in this case, the presentation of characters in the story. The analysis is conducted by categorizing the each character's references in accordance to Leeuwen's ten categories. The number of occurrence for each category is also calculated to see which categories are favorable for the authors and which are not.

Fifth, interpreting the data based on the analysis. This step is an attempt to understand how a particular character is presented in the story and why the author

presents the character the way he does. The interpretation results from the two versions are compared to one another to see the similarities and differences in them.

Sixth, explaining the result of the analysis, in which the ideologies of both authors are revealed. This step is done by utilizing the analysis' and interpretation's results. Similar to the previous step, the explanation results from both authors are also compared to one another.

Seventh, concluding the results of the analysis.