

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the research methodology, which includes an explanation of the research questions, method of the research, data source, data collection, data analysis, and data presentation.

3.1 Research Questions

The research problem is formulated in the following research questions:

1. How is the main female character presented in the novel?
2. What is the influence of urban society towards the main female character?

3.2 Research Subject and Context

The subject of this research is the novel entitled *a Very Yuppy Wedding* written by Ika Natassa. The novel was published in 2008 by PT. Gramedia Pustaka Utama. The novel is written in Bahasa Indonesia and consists of 13 chapters and 282 pages. The data are taken from the whole chapters of the novel.

Marxist feminist is used in this research to analyze the presentation of the main female character and the influence of urban society towards the main female character as evidenced in the novel. The analysis of the novel is based on research questions as the guidelines in applying a close reading method.

3.3 Research Procedure

The research employs a descriptive analysis which is qualitative in nature. The research analyzes and describes the presentation of the main female character and the influence of urban society towards the main female character as evidenced in the novel. Moreover this research presents a textual analysis of the novel entitled *a Very Yuppy Wedding* with using Marxist feminist as the theoretical approach.

3.4 Data Collection

The data are collected from the textual evidence in the novel *a Very Yuppy Wedding* in the form of words, utterances, expressions, thoughts that were purposively selected and directed to answer the research questions.

3.5 Data Analysis

The collected data are then analyzed using the perspective of Marxist Feminist theory. In analyzing the data the following steps have been taken:

1. Reading the novel thoroughly and carefully.
2. Highlighting any parts of the excerpts (words, utterances, expressions and thoughts) that are presenting the characteristics of the main female character.
3. Noting down the excerpts that are presenting the characteristics of the main female character.
4. Analyzing and describing the excerpts that are presenting the characteristics of the main female character.
5. Analyzing and describing the influence of urban society towards the main female character using Marxist feminist.
6. Making conclusions and suggestions for further researches.

3.6 Data Presentation

The analyzed data are then presented in tables such as the following:

3.6.1 The presentation of the main female character

No	Chapter / page	Character	Characteristics of the main female character	Context
1	1/13	Andrea	Having economic value: “ ... I work as a credit account manager in one of the big banks in Indonesia.”	Andrea has economic value since she has a job as a credit account manager.
2	2/36		Modern (always try to actualize their self): ANDREA: “Do you know Mr. William Oh, right? Who had Patra steel, he invites me to golf with his wife. If you want to come, we can complete foursome. And guess where it is...” ADJIE: “Where?” ANDREA: “Bintan. Please, join us, Ji. I’m really lazy if I should go alone. I’ll just say to Mrs. Karen, to also calculate you in business trip.”	Andrea plays golf as the medium for her to business lobby and also actualizes herself.

3	6/125		<p>Modern (want to be equal or more than men):</p> <p>KAREN: Adjie, I have a plan to promote you as a senior account manager Jakarta II and you Andrea as a senior account manager Medan I.</p>	<p>Andrea gets the same opportunity with Adjie her fiancé to be a senior account manager. It indicates Andrea has equal capability with Adjie in working.</p>
4	3/68		<p>Modern (familiar with high-tech):</p> <p>ANDREA: After a handshake and small talk for a moment with my big boss, I immediately went to my desk, opened the drawer, took 9300 and my PDA.</p>	<p>Andrea has Nokia 9300 and PDA. It shows that she is familiar with technology.</p>
5	4/85		<p>Modern (smart and professional):</p> <p>SECCHA: Mbak, you are smart, independent,</p>	<p>From Seccha's statement, it can be</p>

		beautiful, success and also liberal...	seen that Andrea is a smart woman.
1/14		<p>ANDREA: Every day, I should be juggling time between socializing with the debtor, building a good relationship with local businesses, analyzing whether the proper credit was given, and meetings of decision-making that sometimes could be up to 01.00 o'clock in the morning.</p>	<p>Andrea is professional, it can be seen when she should spend most her time to work.</p>