

CHAPTER III

RESEARCH METHODOLOGY

This chapter explains a methodological aspect of the research to find out the answer of the research question. It includes research question, research procedure, data source and collection, data analysis, framework, and data presentation.

3.1 Research Questions

The research attempts to address the following questions:

- In what ways does “*Ella Enchanted*” present a reproduced version of “*Cinderella*” tales?

3.2 Research Procedure

This research is basically qualitative in nature. As Maxwell (1996) states that qualitative research focuses on specific situations or people, and it's emphasizes on words rather than numbers. In line with this, Lincoln (2000 as cited in Ospina 2004) adds that qualitative research involves an interpretive and naturalistic approach. It means that qualitative researchers learn things in their natural settings, attempt to make sense of, or to interpret phenomena in terms of the meanings people bring to them. Moreover, Dörnyei (2007) argues that

qualitative research is a fundamentally interpretive and concerned to subjective opinions, experiences, and feelings. More explain, Maxwell (1996) states the purposes of qualitative approach are to figure out the meaning of events, situations, and actions; to understand the particular context; identifying unanticipated phenomena and influences, and generate new grounded theories; to understand the process by which events and actions take place; and developing causal explanation.

Furthermore, this research employs in textual analysis approach since it tries to describe, interpret and analyze the data rather than to count. According to Frey, Botan, and Kreps (1999) textual analysis is the m

ethod used to describe and interpret the recorded or visual message. It aims at describing the content, structure, and functions of the messages contained in the texts. Moreover, McKee (2003) explain that textual analysis is a way for researcher to gather information about how the text makes sense of the world and the researcher attempts to interpret the text in order to obtain the meaning, interpret reality, and understand the text better. Therefore, it focuses to the content of the text to analyze, describe, and interpret its meaning. Further, Frey, Botan, and Kreps (1999) argue that qualitative textual analysis is the method that researchers are more interested in the meanings associated with messages and it is a systematic, step by step procedure used to answer research question.

The study is generally aimed to see how a fairytale is reproduced. To do that, the text is discussed within the framework of feminist literary criticism

focusing on the main female character's subjectivity. Here are the research procedures:

- Choosing the main source of the research, that is novel entitled "*Ella Enchanted*" written by Gail Carson Levine
- Reading closely and repeatedly the whole novel as the main source of the research.
- Deciding main issue of the research, that is "*Ella Enchanted*" as the retelling of classic a fairytale.
- Undertaking library research by collecting and comprehending the references which is related to the research in order to gain a better understanding about the issue of the research.
- Finding and taking notes of textual evidence from the novel "*Ella Enchanted*" containing the issue of fairytale's reproduction.
- Determining categories for collecting data. The categories are: the influence of 'gift of obedience' towards Ella's power and powerlessness in facing direct order (Appendix A), Main female character's subjectivity in G. C. Levine's "*Ella Enchanted*" (Appendix B), intertextuality in G. C. Levine's "*Ella Enchanted*" (Appendix C), "*Ella Enchanted*" fairytale plot based on Vladimir Propp's 31 functions (Appendix D),
- Place the textual evidences into the categorizations.
- Analyzing and interpreting textual evidence. Moreover, the data which is related to the ideological deconstruction of fairytale is analyzed by paying

attention to the argumentation of subjectivity which purposed by Trites (1997) and McCallum (1998).

- Drawing conclusion and suggestion.

3.3 Data Source and Collection

The main source of this research is the novel entitled "*Ella Enchanted*" written by Gail Carson Levine and published by Harper Collins in New York, 1997. The novel consists of 232 pages and divided into twenty nine chapters and an epilogue. Aspect of the data is the deconstruction of "*Cinderella*" through the metanarrative "*Ella Enchanted*" that presents female character with subjectivity.

The secondary data is gained from reading journal articles, books and literature related to the investigated, analyzed, and interpreted issue. The data is analysed within the framework of feminist literary criticism and subjectivity.

3.4 Data Analysis

The data are in the form of textual evidence which can be found in the main female character's thoughts, feeling, choice and actions. Afterward, the writer categorizes the data into some tables in the appendix section to display the data comprehensively. Next, the writer analyzes and interprets the data using framework of subjectivity and feminist literary criticism to see how "*Ella*

Enchanted” has reproduced a classic tale “*Cinderella*”. The last step of writer in analyzing the data is interpreting and discussing the data. Finally, the analysis of the data arrives to the drawing conclusion and suggestion.

3.5 Framework

The research is conducted using feminist literary criticism and subjectivity to examine the ways Levine’s “*Ella Enchanted*” reproduces a classic tale “*Cinderella*”. The strong role of main female character leads the research under the framework of subjectivity and feminist literary criticism. Therefore, the writer took some steps. First, choose and examined the data from the novel entitled “*Ella Enchanted*” written by Gail Carson Levine. Second, the writer examined the textual evidence that related to the main female character’s subjectivity. Last, the writer analyzed and interpreted the textual evidence of main female character’s subjectivity which is found in the novel by applying feminist literary criticism’s view.

3.6 Data Presentation

Data presentation is needed to complete the writer in analyzing the data. Alwasilah (2000) concludes that table is one of analytic’s strategy in displaying the process interpretation of qualitative data. He further explain that processing the data by displaying or presenting can be simply the complex, summarizing the

writer's interpretation of data, and the data can be displayed comprehensively.

The data will be categorized into table as follow:

Appendix A: The Influence of 'gift of obedience' towards Ella's power and powerlessness in facing direct order.

NO	PAGE	CHAPTER	CONTEXT	TEXTUAL EVIDENCE	ANALYSIS	NOTE

Appendix B: Main Female Character's Subjectivity in G. C. Levine "*Ella Enchanted*"

NO	CONTEXT	TEXTUAL EVIDENCE	CHAPTER, PAGE	ANALYSIS

Appendix C: Intertextuality in "*Ella Enchanted*"

NO	PAGE	CHAPTER	CONTEXT	TEXTUAL EVIDENCE	ANALYSIS	PURPOSE

Appendix D: Fairytale Plot Based on Vladimir Propp's 31 Functions

NO	FAIRYTALE PLOT ACCORDING TO PROPP'S FUNCTION	CONTEXT	TEXTUAL EVIDENCE

The whole data presentation of the research is presented in Appendix section. After all, this chapter is generally explains the steps of research conducted by the writer involving the framework and the text analysis which will be examined further in the next chapter.



