

CHAPTER III

RESEARCH METHOD

This chapter discusses the research method which explains the method applied in the present study in order to answer the research questions. It includes data source of the study, the research questions, research method, context of the research, and the data presentation.

3.1 Data Source of the Study

This study aims to reveal the dominant bodily code used and the representation of a character named Hobbes as an imaginary friend of Calvin in Bill Watterson's comic strip entitled *Calvin and Hobbes*. *Calvin and Hobbes* tells about a six-year-old-boy named Calvin who has a tiger-best friend-doll named Hobbes. From Calvin's point of view, Hobbes is a real tiger that always accompanies him every time, but to everybody else Hobbes is just a stuffed tiger.

The study focuses on the bodily codes used by Hobbes. As proposed by Chandler (2002) the bodily codes are dealt with bodily contact, proximity, physical orientation, appearance, facial expression, gaze, head-nod, gesture, and posture. In

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addition, the data were analyzed using Buckland's basic premises of experientialism (2004) which consists of four elements: *the body*, *preconceptual experience*, *metaphor* or *metonymy*, and *conceptual structure*.

3.2 Research Questions

This study was conducted to answer these following questions:

1. What kinds of bodily codes are dominantly used by Hobbes as Calvin's imaginary friend character in Bill Watterson's comic strip entitled *Calvin and Hobbes*?
2. What are the representations of Hobbes as Calvin's imaginary friend character in Bill Watterson's comic strip entitled *Calvin and Hobbes*?

3.3 Research Method

This study is framed within a qualitative method because the data were in the form of images as textual evidence. They were collected from the bodily contact, proximity, physical orientation, appearance, facial expression, gaze, head-nod, gesture, and posture. Moreover, they were analyzed by describing, elaborating, and interpreting the bodily codes found framed by Buckland's basic premises of experientialism (2004).

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Alwasilah (2002) argues that theories and techniques as two of the basic concepts in connecting research within a qualitative method. In addition, Musthafa (2008) states that content analysis considers literary works as cultural objects that cannot be separated from social, cultural, and political contexts. While for Cresswell (2002), qualitative researchers seek to understand the context of the data by visiting the context and gathering information personally. Therefore, the researchers can express their views by making an interpretation of what they find through their own environments and experiences. In addition, Kothari (2004) states that qualitative research is concerned with phenomena which relate to or involve quality. Thus, it is suitably applied in this study because the study investigates the human behavior that is explained in the bodily codes.

The techniques used for analyzing the data are as follows: firstly, 15 illustrations were purposively selected from Bill Watterson's *The Complete Calvin and Hobbes* (2005) with the comic strips which were published between November 18, 1985 and December 31, 1995 inside; the second technique is identifying Hobbes' bodily codes found in the panels through his bodily contact, proximity, physical orientation, appearance, facial expression, gaze, head-nod, gesture, and posture expressed in the front of other characters;

The third, interpreting and elaborating the Hobbes' bodily codes which are occurred in the panels framed by Buckland's basic premises of experientialism

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(2004) which consists of four elements: *the body*, *preconceptual experience*, *metaphor* or *metonymy*, and *conceptual structure*. Figure 3.1 presents an interpreting model which is used in this present study. The bodily codes which are categorized as non-verbal signs are interpreted through the receiver's experience and knowledge of their metaphor or metonymy, in order to get their concept or the logic even though the use of metaphor or metonymy is only an optional stage;

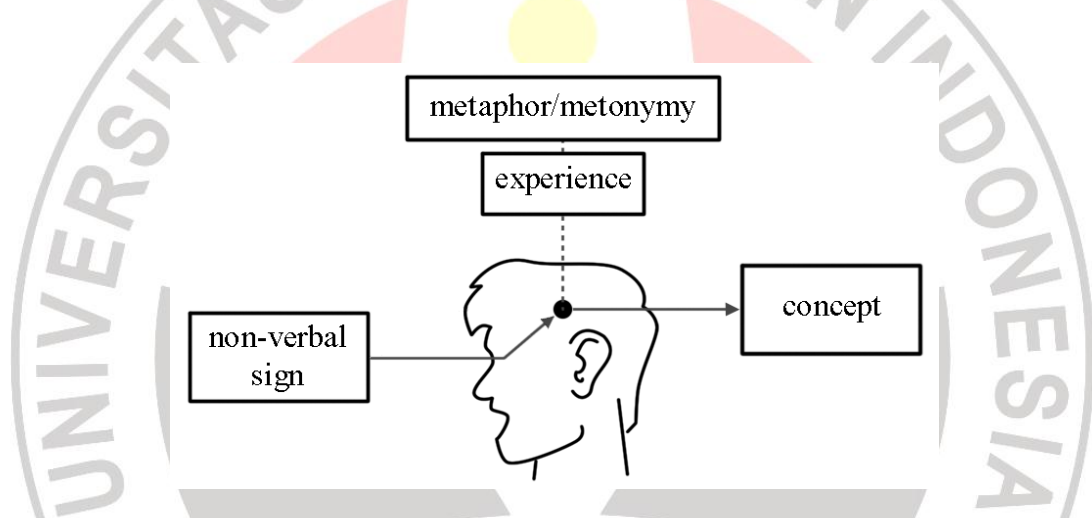


Figure 3.1: Non-verbal sign interpreting model adapted from Buckland (2004)

The fourth, calculating the frequency of the bodily codes appeared by making a percentage of each bodily code, in order to answer the first research question, the bodily codes which were dominantly used by Hobbes; the fifth technique is analyzing the results of the data collected in order to answer the second research questions, the representation of Hobbes; and finally, discussing the findings and drawing the conclusion.

3.4 Context of the Study

This study presents some evidence from Hobbes, which is a stuffed tiger doll in reality and real big tiger in Calvin's point of view. The evidence was taken from his bodily contact, proximity, physical orientation, appearance, facial expression, gaze, head-nod, gesture, and posture to Calvin.

The findings are framed on tripartite framework proposed by Daniel Chandler (2002) centered on social codes' bodily codes. In addition, this study also adopts the Buckland's basic premises of experientialism (2004) in order to investigate and interpret the evidence found. The evidence are categorized as *the body*, *preconceptual experience*, *metaphor or metonymy*, and *conceptual structure*.

3.5 Data Presentation

In order to analyze the data of this study, the presentations are shown in tables. The tables consist of nine classifications of bodily codes that proposed by Chandler (2002), which are bodily contact, proximity, physical orientation, appearance, facial expression, gaze, head-nod, gesture, and posture placed in rows. Moreover, the Buckland's basic premises of experientialism (2004) which consists of four elements: *the body*, *preconceptual experience*, *metaphor or metonymy*, and

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conceptual structure, is placed in columns. Table 3.1 shows the analysis of the data presentation.

Table 3.1: Sample of data presentation table

<i>“Calvin and Hobbes comic strip”</i>					
Bodily Codes	Panel	Premises of Experientialism			
		The Body (physical reality)	Preconceptual Experience	Metaphor / Metonymy	Conceptual Structure
<i>Bodily contact</i>					
<i>Proximity</i>					
<i>Physical orientation</i>					
<i>Appearance</i>					
<i>Facial expression</i>					
<i>Gaze</i>					
<i>Head-nod</i>					
<i>Gesture</i>					
<i>Posture</i>					
<i>Bodily contact</i>					

The complete data presentations are available in the appendices section. In addition, Table 3.2 shows the percentages of the bodily codes occurred in order to discover the dominant ones by counting the frequency of the bodily codes which are occurred in the panels. The panels which contained a stuffed tiger were uncounted.

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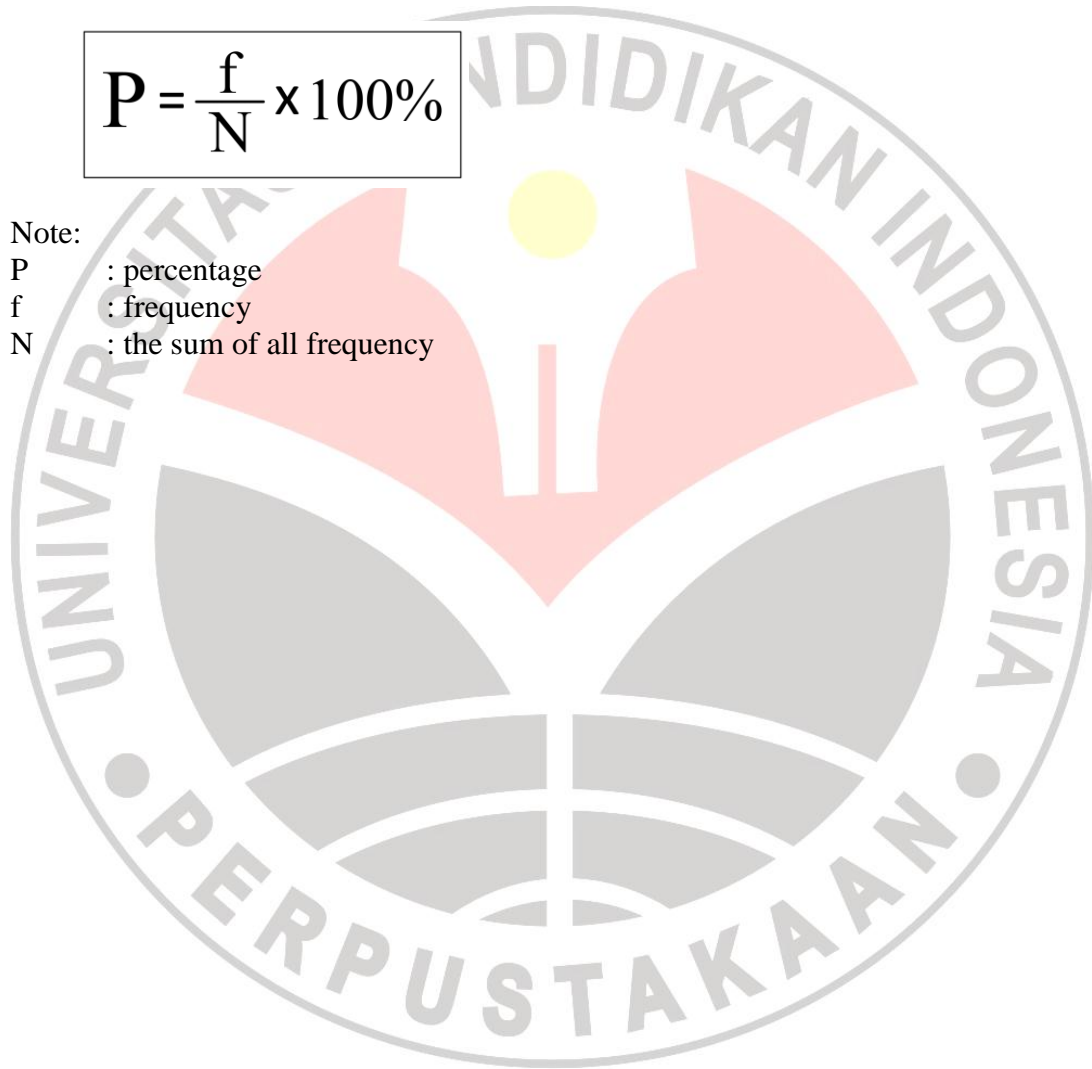
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In this case, the calculations are shown in a single table by using the formula of percentage and distributing frequency. The formula is adopted from Warsito (1992) as follows:

$$P = \frac{f}{N} \times 100\%$$

Note:

P : percentage
f : frequency
N : the sum of all frequency



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Table 3.2: Sample of frequency table

Bodily Codes	Frequency of the bodily codes in the comic strip (f)															Σ f(n)	P	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15			
<i>Bodily contact</i>																		
<i>Proximity</i>																		
<i>Physical orientation</i>																		
<i>Appearance</i>																		
<i>Facial expression</i>																		
<i>Gaze</i>																		
<i>Head-nod</i>																		
<i>Gesture</i>																		
<i>Posture</i>																		
																	N	

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