

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the methodology to investigate the issue in research question. It comprise of research questions, research method, the stage of the research, data collection, data analysis, research subject, synopsis of the picture book and data presentation.

3.1. Research Questions

1. How is masculinity verbally constructed in the book?
2. How is masculinity visually constructed in the book?
3. What meanings can be derived from this construction?

3.2 Research Design

This research is designed to reveal the construction of masculinity by employing a descriptive qualitative design because the used data in a form of images and words. Images and words are the important elements in the picture book were needed to find out how the boy as the main character was constructed in the picture book.

3.3 Research Subject and Context

The main subject of this study is the picture book written by the Hans Wilhelm entitled "*A Cool Kid Like Me!*". Hans Wilhem is a German-America children's book author and illustrator. Hans Wilhelm has written and illustrated over 200 books. *A Cool Kid Like Me!* available in the internet and free to download. *A Cool Kid Like Me!* has been selected because the picture book indicates a different perspective of masculinity.

1. Data Collection

The data were collected from "*A Cool Kid Like Me!*" picture book. The data

collection was in verbal text and visual text that show masculinity traits of main character and other male characters in a picture book.

3.4 Data Analysis

Two theoretical frameworks were used to analyze the collected data. Verbal text in this picture book has been analyzed by classifying the word by indicating contradictory aspects and by Boy's pretention acts and then how that two classification constructed masculinities. Visual analysis theory proposed by Nodelman (1998) to analyze the images in the picture book and Masculinity theory proposed by Spence (as cited in Archer and Llyod 2002) and Beynon (2002) to analyze the data from Masculinity perspective.


Visual analysis was needed to analyze the data to see the relationship between the images and text in the picture book. In picture book the relation between images and text becomes complicated and visual analysis can be used to analyze that complicated relation. Images in picture book had a function to describe the text and a text also had function to describe the images. Visual analysis did not only describe the images but also the elements in the images such as color, shape and design.

The focus of the study is to analyze male character in the story from Masculinity theory. Therefore after the data have been analyzed using visual theory, they were interpreted from masculinity perspective.

3.5 Data Presentation

The following tables are the sample of the data that were analyzed using visual analysis theory and from masculinity perspective. Each table contains images analysis and explanations about it. The table contains element analysis (which is the analysis of picture books elements such as line, color, shape, design and texture), the masculinity characteristics and the explanation about the findings.

Table 3.1 Example of Verbal and Visual Analysis

Illustration 1; Page 1	
	
Illustration Description	In illustration 1, Boy is portrayed in the center of the illustration and holding the ball in his right hand while his left hand was in his pocket. Boy's face is portrayed with a smile, curve shaped eyebrows and flat shaped ears. Boy's knee and elbow was dirty. He is wearing yellow shirt and blue pants. The background color of the illustration is white.
Written Text Description	The written text above the illustration is the introduction for main character. The text said that the boy is a cool and terrific kid.
Analysis	If someone or something is portrayed in the center of illustration, it means that someone or something is the main focus or the important focus of the illustration (Bang, 2002). The way Boy is portrayed with smile, curve shaped eyebrows and flat shaped ears which indicates that he is feeling

	<p>comfortable and in a calm and relaxed condition. The white colored background strengthen Boy's feeling of being comfortable, relaxed and calm because white colored background give safe or comfortable sensation (Bang, 2002). The written texts above the illustration which describe Boy as cool and terrific child is the introduction to the main character. Boy is portrayed with the smile in his face and curve shaped eyebrow which indicates that he is enjoying playing football. The ball in this illustration is associated to the masculine since a ball refers to a sport which is often considered as masculine. Kimmel (2010) stated that young boys who participate in sport are encouraged by families, friends and coaches to embody a particular type of masculinity. Spence (as cited in Archer and Llyod, 2002) also stated that sport is included to the male-valued items. Besides the ball, the masculine side of Boy is also indicated by the clothes, elbow and feet of the boy which looks dirty. Dirty, in this illustration, is can be related to the boy's activeness. The ball itself also implies that the boy as such an active kid. Based on Spence (as cited in Archer and Llyod, 2002), active belongs to the male-valued items.</p>
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3.6 Synopsis

The identity of the book is written by following the steps that Joyce and Gaudin (2011) propose in analyzing a picture book as follows:

Book Title : A Cool Kid Like Me!

Author : Hans Wilhelm

Published : First Published Crown, New York

Jania Visca Pratiwi, 2015

An Analysis Of Masculinity In Picture Book "A Cool Kid Like Me"

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- Publisher** : Crown Publisher Inc
- Story** : *A Cool Kid-Like Me!* is the story about a boy who looks happy on the outside but in fact he is full of fear and has many worries. At the first page the Boy is portrayed as a cool and terrific child but then the next page reveals a different side of the Boy. The main character in this story is full of fears. He does not like to be alone, he is afraid of not having a good friend. He does not want to be thrown away by his friend, even he is worried that his mother will leave home and never come back. The interesting thing is he really loves his teddy bear, the gift from his grandmother. Boy usually like playing football or playing computer but his hobby is talking to his teddy bear.
- Narrator** : *A Cool Kid-Like Me!* is told from a third person point of view and the narrator is someone who knows everything (omniscient narrator)
- Characters** : There is one main character in the picture book which called Boy in this research since the character does not have a name. There are also some supporting characters such as mother, father, grandmother and Boy's friend. Boy is the main protagonist of the story, he has unique characteristics that there is not many people understand. Boy's parents in often leaving him because they thought Boy is fine with that. Boy only can say anything to his grandmother. The story is mostly about Boy interaction between his teddy bear doll which given by his grandmother. The Boy's outside and inside personality becomes the interesting thing in the story.