CHAPTER 3

RESEARCH METHODOLOGY

This chapter elaborates the methodology of the study being discussed. The research method covers methods of research, source of data, data collection, data analysis, synopsis, and clarification of key terms.

3.1 Method of research

In order to gain the goals of analysis, the research is conducted by using qualitative approach. Qualitative approach is defined as "a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns" (Hsieh & Shannon, 2005, p.1278, cited from Zhang, 2009).

The Qualitative approach attempts to identify "core consistencies and meanings" (Patton, 2002, p.453, cited from Zhang, 2009). The meaning allow people to produce various realities that constitutes the sensory world. Because realities are related to how people create meaning, reality becomes an interpretation of various definitional options. Therefore, qualitative approach offers flexibility on meaning making or interpretation. As a result, it allows researchers to understand social reality in a subjective but scientific manner.

From the view above qualitative research is suitable approach for the analysis of *Eat, Pray, Love* because the forms of the data in the novel are in a

form of sentences and dialog which is called as textual evidences. These forms can be connected to the issue about representation of cultural difference because these data can be used to achieve the aim of the research. This method is also suitable because in revealing the finding of the research which focuses on, it needs interpretation.

There are several steps of procedure which is used to conduct the research. The research begins with an idea. The idea is gained through close reading of the novel, *Eat, Pray, Love*, which is used as the source of data. Then, after finding the idea, the problem of the research is formulated. The next stage is starting a literary review related to the research topic. This stage is aimed to gather theoretical information and designing the research plan. The literary review is conducted through textual observation. After getting the idea, research problem, and theoretical information, then the research continues with collecting the data. The data are collected through close reading and textual analysis in the novel. Finally, to answer the research problem and get into conclusion, the next stage is analyzing the collected data and applying the theoretical information which framework the research.

The result of this study will be presented in descriptive method. This method concerns about the attempt to determine the status of the phenomenon under study. Through the descriptive method, the research provides a systematic description of a situation or condition of phenomenon as factual and as accurate as possible.

3.2. Source of Data

The sources of data used in this research is *Eat Pray Love* written by Elizabeth Gilbert (2006). Since the novel presents the story of the journey and written in a first person point of view, the novel is categorized as travel writing. The novel is used as the source of data because it portrays the culture of Italy, India, and Indonesia.

3.3. Technique of Data Collection

The research focus on naturally emerging languages and the meanings individual assign to experience. Life-worlds include emotions, motivations, symbols and their meanings, empathy, and other subjective aspects associated with naturally evolving lives of individuals and groups. These elements may represent their behavioral routines, experiences, and various conditions affecting these usual routines. Schwartz and Jacobs (1997) believe that many of these elements are observable and can be viewed as objective.

The form of the data which are going to be collected is textual evidences from *Eat Pray Love*. The focus of finding the data is searching the textual evidences which describes the portrayal of Italian, Indian, and Indonesian culture. The strategies which are used are close reading and textual analysis. Close reading is defined as paying close attention to what is printed on the page (Clifton, 2008). The strategy involves the reader's responsiveness to all "nuances and connotations of language" used by skilled writers. In textual analysis, the researcher gathers information about the ways in which a text uses language to create meaning as

rhetoric or "poetic" in terms of its use such as plot, character, and figurative language.

Babbie (2007) states that qualitative analysis is non-numerical examination and interpretation of observation which aims to discover "underlying meaning and patterns of relationship". It involves continuing interplay between data collection and theory. In discovering patterns, qualitative analysis offers ways to examine the collected data as suggested by John & Lyn Lofland (cited in Babbie, 2007).

John & Lyn Lofland (1995) suggests six ways of discovering patterns to examine the collected data by looking at the frequencies, magnitudes, structures, processes, causes, and consequences. The frequencies refer to rate of recurrence of the topic being investigated, while the magnitudes refer to the occurrence level of the phenomena. The four other ways, in accordance, refer to the types or categories, the order of occurrence, the source or origin, and the effect of the phenomena being investigated. The researcher may choose one or more of the six ways depending on case under study.

To answer the research problems of this study, the six interrelated ways are used to examine the collection of data. The data are collected in the form of words, phrases, and sentences which contain the representation of Italy, India, and Indonesia as exotic destinations. Afterward, the data findings which are collected by using those strategies are then categorized. The categorization is derived from theoretical information or the previous related studies. Finally, the data findings are assessed in accordance with the issue of the research.

3.4 Technique of Data Analysis

In analyzing the data, several steps have been taken. After reading the novels closely and repeatedly, then some textual evidences related to the research questions are collected.

The first step is picking up form the texts all the description about the representation of Italy, India, and Indonesia which is described by narrator. At the stage, the research uses cross-oriented analysis to understand a particular case or several cases by looking closely to the details of each data. To identify the portrayal of Italian, Indian, and Indonesian culture, the theory of Exoticism will be used as a foundation to reveal it.

Afterward, to answer the second question which focuses on the placement of Italian, Indian, and Indonesian's social position compared to the origin of the narrator, the theory of Orientalism is used as a tool to find the answers. After those steps are completed, the next step is presenting the data analysis descriptively. Finally, the last step is drawing conclusion and suggestions based on the findings of the research.

3.5 Synopsis of the Novel

Elizabeth Gilbert is an intelligent woman, had a brilliant career, had a husband, and perfect things that all the age of thirty women wants. However, the perfection that she had is not enough to keep her spirits happy. She began to feel confusion and anxiety which leads to a divorce from her husband

Gilbert decides to divorce from her husband met an actor, David, who plays for the drama script she wrote. Gilbert lives with David and there she began to find the 'enlightenment' to practice Yoga and meditation. However, Gilbert's divorce from her husband and her meeting with David who 'introduced' her to the spiritual teacher was not enough to remove the anxiety and confusion. Gilbert ends her relationship with David after several fights occurred.

The events above are factors that made her think to travel to find peace. She felt that she needed a balance of physical and spiritual pleasure. This book reveals her feelings about her encounter with a lot of people from different cultures. It shows many representations of the three countries she visited.

3.6 Clarification of Key Terms

The research contains several terms that probably will cause misunderstanding. Thus, defining is needed in order to revoke different perceptions about the terms. Those terms are explained below:

1. **Representation** : In literature, according to Shipley (1964), representation deals with the illustration, interpretation, or image of an object which is mainly influenced by the ideology or background knowledge of the writer. In this research, the representation means the illustration of the three countries (Italy, India, and Indonesia) seen in terms

of its cultural products, social life view, and the religious view which appeals the character in the novel, Gilbert.

2. **Travel writing**   : Borm (2004) defines travel writing as texts which primarily has 'travel' as their main theme. In relation to its purpose and content, Van Den Abbeele (1992) defines travel writing as a text which is built in an attempt to describe the indescribable stream of pleasure sensations during the journey. The travel writing in this research refers to the text which describes the cultural products, social life view, and the religious view which gives pleasure to the character of the novel, Gilbert.

3. **Exotic**   : According to Santaolalla (2000), the term 'exotic' itself is an attribute given to someone else or somewhere because those 'object' or 'place' gives fascination and desire to the viewer. In the context of this research, the term 'exotic' refers to a label given by the character of the novel indirectly through her perception towards the observed object. The observed object in the research is the cultural products such as language, social life view, and religious view. The term is given when the object gives fascination and fulfills the character's desire to experience pleasure in the journey.

4. **Exoticism**   : According to Victor Segalen (2001), exoticism is the notion of difference, the perception of Diversity, the knowledge that something is other than one's self. Exoticism is expression of a special curiosity for foreign people and foreign lands. It emphasizes diversity and variety, instead of unity of mankind. Exoticism, in this research, is the

character's special curiosity for cultural product, social life view, and the religious view seen through her perception and description as the character immerse to the observed object.

5. **Supremacy**   : Supremacy concerns on the state for being superior to others (Shipley, 1964). In the context of this research, the state of being superior refers to the feeling of superior of the character's social life view and religious view comparing to the three countries' views. The superiority is reflected when the character as the observer consider her own social life view and religious view as better than the three countries' views. It can be identified through the character's attitude when she compares the views and perceptions toward the three countries' view.

Below is the preliminary literary data taken from the novel. It covers the levels of analysis seen through three levels of exoticism namely cultural, religious, and economic levels.

3.7 Data Presentation

The literary data taken from the novels covers the representation of Italy, India, and Indonesia which appeals to the character of the novel *Eat, Pray, Love*. The data are taken by reading the text closely and categorized in terms of the levels of exoticism which is going to be analyzed. Three levels of analysis are presented in the following table including the levels of cultural, religious, and economic analysis.

Level of Exoticism & Cultural Traits	Textual Evidence	Remarks
Cultural Level: Language	**Every word** is **a singing sparrow**, **a magic trick, a truffle** for me. (p. 30)	The textual evidence shows the perception of Italian language in terms of its sounds. It is shown that Gilbert perceives the the sounds and how the natives pronounce the Italian language is beautiful and sexy. Gilbert uses analogy to describe Italian by associating it to anything related to beauty, fairy, and magic.
Religious Level: Religious Figure	I walked into David's apartment and **saw this picture on his dresser of a radiantly beautiful Indian woman** and **I said, "Who's that?" he said, "that's my spiritual teacher."** My heart skipped a beat and then flat-out tripped over itself and fell on its face. Then my heart stood up, brushed itself of, took a deep reath and announced: **"I want a spiritual teacher."** (p. 31)	The textual evidence shows the rise of the character's desire to learn and practice Yoga which is started by looking at a photograph of the religious figure. As a result, she constructs imagination and hopes how it feels to have a spiritual teacher in reality.
Economic Level: Profit	In the morning Mario helps me buy a bicycle. Like a proper almost-Italian, he says, "I know a guy," and he takes me to his cousin's shop, where **I get a nice mountain bike, a helmet, a lock, and a basket for slightly less than fifty American dollars.** (p.303)	Bali is interesting in terms of its economic level because compared to her origin, the prices is cheaper. Thus, she thinks it is very profitable.

The literary data presented in the table above are instances of the analytical level evidenced in the novel under study. In the chapter to follow, the data will be explored in a more depth.