CHAPTER III
RESEARCH METHODOLOGY

This chapter presents the research methodology employed in this research. This chapter covers the research design, data source, data collection and analysis, and data presentation.

3.1. Research Design

As what has been elaborated in the prior chapters, the research calls for in-depth understanding regarding the representation of hybrid Chinese characters in Kevin Kwan's *Crazy Rich Asians* (2013)*.* For the intended purpose, the research data need to be collected and analyzed in the form of words or text; thus, qualitative approach is employed. Maxwell (1997) states that qualitative study only focuses on certain events or people that emphasized not on number, but more on words. In accordance, Flick (2009) asserts that in a qualitative research, texts are not just the essential data of the findings, but also the basis of the interpretations, and the central medium for presenting and analyzing the findings. Additionally, Hancock B., et al. (2001, p.7) describes qualitative approach as an approach that attempts to broaden and/or deepen the understanding of how things come to be in social world. Therefore, qualitative approach suits the purpose of this study since it focuses more on words in the text. Furthermore, this approach allows the researcher to interpret the text and ultimately make an understanding regarding the issue inside it.

In addition, the present study employed the method of textual analysis to answer the research questions. McKee (2002) describes textual analysis as a methodology to collect and analyze information where the researcher makes an "educated guess" (p. 70) at some of the most possible interpretations that might be made of the specific text. This method of analysis resembles the purpose of qualitative approach to deepen the understanding regarding a certain phenomenon. Thus, to answer the research questions, the present study used textual analysis method to analyze the words, phrases, and sentences in *Crazy Rich Asians* (2013) by Kevin Kwan.

3.2. Data Source

The data are in the forms of excerpts, narration, and dialogues in Kevin Kwan's *Crazy Rich Asians* (2013). This novel revolves around three old-moneyed families of Singaporean Chinese. The storyline focuses on the youngster in the families, Nicholas Young and his girlfriend, Rachel Chu. The novel was originally published in June 2013 by Doubleday publisher with 75,000 first print run and has been reprinted many times ever since. Additionally, it has been published by many publishers in several countries and gained worldwide success as the bestseller novel respectively. In the present study, the author used the version which was published in the United States by Anchor Books. This book has 527 pages which are divided into three parts with a total of 56 chapters. 45 data from two hybrid Chinese characters consist of excerpts, narration, and dialogues were collected as the unit of data analysis in this study.

The novel is particularly chosen as the data source for this research since it presents the issue of hybridity in the globalized world while most studies regarding hybridity focused on the context of war or immigrant. The relatable context in the novel caused the emergence of new terms such as *Crazy Rich Surabayan* or *Crazy Rich Tasikmalayan*. The influence of this novel shows the importance of the present study. Moreover, the representation of Chinese characters in the novel is interesting since the writer of this novel is also a hybrid Chinese living in America for a long time. The present study focused on analyzing two hybrid Chinese characters in the novel, Nicholas Young and Rachel Chu who are Singaporean Chinese and American Chinese respectively. The analysis then revealed the representation of Rachel Chu and Nicholas Young and the meaning behind the representation.

3.3. Data Collection and Analysis

The data were collected in the form of excerpts, narration, and dialogues. In collecting the data, close-reading the novel was performed in order to understand the text thoroughly. The collected data related to the representation of hybrid Chinese characters in the novel then noted as textual evidence. Further, the evidence were analyzed using Hall's Representation (1997) and Bhabha's Hybridity (1994).

There were six steps of collecting and analyzing the data in the present study. Firstly, the novel was read thoroughly several times. Secondly, words, phrases, sentences, and dialogues related to the way Chinese characters are represented in the novel through thought, behavior, and language were noted. Thirdly, the data were categorized into two sections: the way Rachel Chu and Nicholas Young are represented based on the three aspects mentioned previously. Fourthly, the findings were analyzed and interpreted, then, the meaning behind those representations was investigated based on the Hybridity theory proposed by Bhabha (1994) and the theory of Representation by Hall (1997). Fifthly, the results were correlated with the literature reviews in chapter 2. Finally, the study was concluded and suggestions related to further studies were given.

3.4. Data Presentation

The categorized data are presented in the following table. The table is divided into three columns to provide specific description on each category, namely aspects, text, and remarks.

Table 3.2 *Example of Rachel Chu's Representation*

Aspects	Text	Remarks
Thought	She had never been the sort of girl who longed for fairytale endings. Being twenty-nine, she was by Chinese standards well into old-maid territory, **and even though her busybody relatives were perpetually trying to set her up, she had spent the better part of her twenties focused on getting through grad school, finishing her**	In this excerpt, Rachel chooses to pursue her career even though her relatives try to set her up with an eligible man. Rachel's relatives are Chinese who had stayed in America and helped Rachel's mother to go to America. Rachel disregards her relatives' encouragement to have a relationship and marry soon, and instead follows what she desires: her career. This decision is in accordance with American culture, individualism, where an individual has a free will to do what he/she wants without having to

	dissertation, and jump-starting her career in academia. (p. 19-20)	obey the family. Moreover, in American culture, usually a couple decides to marry in their late 30s while Chinese couple, usually from the girl's side, will marry earlier with a man whom the family suggests. Thus, Rachel's rejection to prioritize marriage shows her American way of thinking.
Behavior	"I know you're playing wedding planner today, but when do I get to do my CIA debriefing on you? You better promise I'll see you soon," Peik Lin said. "I promise." Nick laughed and kissed Rachel goodbye. As soon as he was out of earshot, Peik Lin turned to Rachel and raised her eyebrows. **"Well he was easy on the eyes. No wonder he managed to get you to stop working and take a holiday for once in your life."** (p. 129)	This excerpt shows that Rachel tends to spend her time working and rarely takes holiday. This is in line with the work ethics in American culture. Americans may devote long hours to their work and consider it more important than family responsibilities and social relationships. In contrast, while Chinese are also known to be devoted to their work, they are doing it as a family responsibility. Rachel is working for herself since her family members are all financially independent and she uses the money she earned for herself. She works to fulfill her own desire to work not because of her family. Hence, Rachel's work attitude shows her American behavior.
Language	Standing completely still behind Nick's grandmother were two ladies in immaculate	In the excerpt, Rachel is about to converse with Nick's grandmother. For the occasion, Rachel is ready to use her Mandarin; however, panicking, Rachel

matching gowns of iridescent silk.

Nick addressed his grandmother in Cantonese. "Ah Ma, I'd like you to meet my friend Rachel Chu, from America."

"So nice to meet you!" Rachel blurted in English, completely forgetting her Mandarin. (p. 177-178)

uses English instead. Rachel grows up using English and Mandarin. She is fluent in both languages. However, when she meets Nick's grandmother, she was overwhelmed and, in her surprise, she blurted English, instead of Mandarin. This shows how English language has become her second native language if not the first. Considering her spontaneous reaction in English, the excerpt implies Rachel's preference toward English.