CHAPTER THREE
RESEARCH METHODOLOGY

To answer the research questions in chapter one, this chapter will formulate the procedures. The first procedure shows the research design. The second procedure is about the data collection technique. Then, the third procedure describes about the source of data. Then, the data analysis is elaborated. Lastly, it is the conclusion of Research Methodology.

3.1 Research Design

This study analyzes a play entitled *Death of a Salesman* by Arthur Miller. This is a literary work written by one of the famous playwrights in America. This study uses Stylistics. First, this study will seek the impressions of the main character using characterisation. Then, it comes to powerful and powerless speakers in dramatic dialogue in which it is used to see the power relation of the main character among other characters. That will answer the second research question. In order to obtain the impressions of the main character and the power relation of the character, qualitative approach is used with the help of descriptive approach.

This study is largely qualitative but it is also supported by descriptive quantification. This study focuses words. Most of the analysis of this study will be about words. Creswell (2014) says that the difference between qualitative research and quantitative research is framed in terms of the words used or is called qualitative rather than numbers used or is called quantitative. Creswell (2014) adds that "qualitative research entails collecting primarily textual data and examining it using interprerative analysis" (p. 5). This study uses a book as the data in which after the researcher gets the findings, the researcher will interpret the findings. It relates to Stylistics which is about textual interpretation. It can be said that qualitative approach is suitable for those who analyze the data in form of texts. This study is also about interpreting any purposes of the playwright. Qualitative approach is suitable to analyze the play because the play is in form of texts with a lot of dialogues. Heigham and Croker (2009) support that "all of these

data collection methods create data that is primarily textual not numerical" (p. 8). Thus, this study believes that qualitative approach is suitable to the study.

The use of descriptive approach is to get important information. This study uses descriptive approach to describe what the playwright wants to convey. Kothari (2004) says that "the major purpose of descriptive research is description of the state of affairs as it exists at present" (p. 2). Descriptive approach means describing things. Kothari (2004) describes that "descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group," (p. 37). Thus, this study believes that a descriptive qualitative approach is suitable to this study which seeks the impressions of the main character and the power relation of the significant characters.

3.2 Data Collection Technique

In this study, the researcher uses document analysis. The book is a document which is full of text. According to Bowen (2009), document can be both printed and electronic materials. This study uses printed material which is a book. The book contains the playscript of *Death of a Salesman*. Bowen (2009) further says that document analysis needs the data to be analyzed and interpreted to gain something. By doing document analysis, the researcher found the impressions and power relation. Moreover, this study also found the purpose of Arthur Miller in creating the characters. The playscript consists of Act One, Act Two, and Requiem. As stated in chapter one, the study focuses on Act One as it is believed contain more impressions of the character and power relation between the significant characters. Then, the data is collected only in Act One of the playscript. Furthermore, the data is 51 pages.

3.3 Source of Data

This study uses a book which contains the play. Most of the data is dialogue. *Death of a Salesman* is produced by Arthur Miller in 1949. In the 20th century, Arthur Miller is considered one of the greatest playwrights (Bradford, 2019). His

play, *Death of a Salesman*, is published by Penguin Books in 1998 with an introduction by Bigsby. The book itself has 113 pages. Yet, this study only focuses on Act One which has 51 pages.

Death of a Salesman talks about Willy Loman, Biff Loman, Happy Loman, Linda Loman and Charley. There are not many characters appear in the play. Yet, the main characters are Willy and Biff. This study will focus on the main characters—Willy and Biff. Willy Loman is a salesman. Willy and his wife, Linda Loman, have two grown sons, Biff and Happy Loman. Willy has experienced multiple times struggles on his business trip. He realizes that he should not drive anymore. At night, Willy sees himself in the past. He talks so loudly even Biff and Happy wake up from their sleep. They worry because he has never been like this. Biff thinks that it may be because of him that his father is like that. On the next day, Willy plans to meet his boss and Biff plans to meet Bill Oliver. Yet, those are not going well. Willy gets fired, instead of being transferred to the New York office. After that, he begins to have a hallucination again. Biff's plan on getting a loan is also failed because Bill Oliver does not know who Biff is. As Biff and Willy meet in a restaurant--waiting for good news. Yet, the plans are not working. At the end, Willy thinks that Biff still loves him even though they often argue. So, he thinks that the best way to make his son success is to commit suicide. Then, Biff can get the insurance money to open a business.

3.4 Data Analysis

After the data being read, the researcher did skim to find the selection of the samples indicating the impressions. Those were analyzed using characteristation which was proposed by Culpeper (2014) to obtain the impressions of the character. The researcher uses the textual cues in characterisation to obtain the impressions of the character. All of the cues are used as it may give more detail about the character. The cues are explicit authorial cues, explicit non-authorial cues, implicit authorial cues, and implicit non-authorial cues. Each of the cues is done to obtain the impressions of the character.

The data analysis in this study was conducted over the course of the study. The data analysis and interpretation were done based on the play entitled *Death of a Salesman*. As stated above that this study uses qualitative methods in which it will give qualitative data—words. The processes start from reading the data, collecting the selected samples, analyzing the samples, and interpreting the findings. The steps of the analysis are explained below.

As in common structure analysis, the first step was reading the playscript. The researcher read the playscript to get better understanding of the story. The data is taken only in Act One which has 51 pages. Then, the researcher looked the theory of characterisation which has four categories. These are explicit authorial cues, explicit non-authorial cues, implicit authorial cues, and implicit non-authorial cues. After that, the researcher identified the data according to the characterisation theory. Then, the researcher did a classification whether the samples are explicit or implicit cues and authorial or non-authorial. Here is the example of the table:

Table 3.1 The Data Sheets of the Findings of the Textual Cues and the Impressions

No.	Proof	Cue	Impression
1.	… (p. 2)	Explicit authorial cues	-Kind -… -…
2.	… (p. 2)	Explicit non-authorial cues	-Temperamental -Arrogant -… -…
3.	… (p. 4)	Explicit non-authorial cues—Self-presentation in the presence of others	-…
4.	… (p. 4)	Implicit authorial cues—Visual features	-…
5.	… (p. 4)	Implicit non-authorial cues— Implicature	-…

After the table was filled with the samples. The researcher got the impressions of Willy by interpreting the samples. It is seen from the table that after the cues, there is impression column in which it is the result of the researcher's

interpretation. Then, the researcher elaborated the samples and gave the justification. As the samples were categorized and analyzed, the researcher made a table containing impressions of Willy. The table can be seen in the Appendix. After everything was put into the table, the researcher put only the impressions into a table. Below is the example of the table:

Table 3.2 The Data Sheets of the Findings of the Impressions of Willy

No.	Impression of Willy	No.	Impression of Willy
1.	Temperamental	8.	…
2.	Kind	9.	…
3.	…	10.	…
4.	…	11.	…
5.	…	12.	…
6.	…	13.	…
7.	…	14.	...

Then, the discussion was divided into two parts. First, the researcher discussed the explicit cues. The discussion started from explicit authorial cues and then explicit non-authorial cues. Then, the impressions that are obtained by explicit cues were put into a table. Below is the table:

Table 3.3 The Data Sheets of the Findings of the Explicit Impressions of Willy

No.	Explicit impression of Willy	No.	Explicit impression of Willy
1.	The salesman	8.	…
2.	Sixty years old	9.	…
3.	…	10.	…
4.	…	11.	…
5.	…	12.	…
6.	…	13.	…
7.	…	14.	…

After that, the researcher discussed the implicit cues. The researcher also categorized the impressions in implicit cues. The discussion started from implicit non-authorial cues and then implicit authorial cues. The researcher also put the impressions that are obtained by implicit cues into a table. Here is the table:

Table 3.4 The Data Sheets of the Findings of the Implicit Impressions of

Willy

No.	Implicit impression of Willy	No.	Implicit impression of Willy
1.	Pervert	8.	…
2.	Temperamental	9.	…
3.	…	10.	…
4.	…	11.	…
5.	…	12.	…
6.	…	13.	…
7.	…	14.	…

The researcher, then, counted all the impressions. Then, the researcher also gave interpretation towards the finding. Here is the example of the table:

Table 3.5 The Data Sheets of the Findings of the Frequency and the

Percentage of the Impressions

No.	Impression	Frequency	Percentage
1.	The salesman	1	0.2%
2.	Sixty years old	2	0.3%
3.	…	…	…
4.	…	…	…
	Total	…	…

Then, the researcher categorized the impressions into four categories which are physical, characteristic, job, and nationality impressions. The researcher counted the categories and gave interpretation about the finding. Here is the example of the table:

Table 3.6 The Data Sheets of the Findings of the Impressions of Willy After

Being Categorized

	Frequency	Percentage
Physical impression	3	16.6%
…	…	...
…	…	…
…	…	…
Total	…	…

As the theory of characterisation was done to reveal the impressions of the character, the samples were also analyzed using conversation features which was proposed by Short (as cited in Burke, 2014) to see the power relation between

Willy and Biff Loman, the main characters of the play. This answered the second research question. To see the power relation, the researcher looks for scenes when Willy and Biff Loman have a conversation as from the conversation, the powerful and powerless speakers may be obtained. Firstly, the researcher looked for scenes in which Willy and Biff are on the stage. Then, the samples were analyzed using the powerful and powerless speakers. After the samples being analyzed, the researcher did an interpretation. Here is the example which has Willy and Biff on the same stage:

[Biff and Happy enter the bedroom. Slight pause.]
(1) **Willy** [stops short, looking at Biff]: Glad to hear it, boy.
(2) Happy: He wanted to say good night to you, sport.
(3) **Willy** [to Biff]: Yeah. Knock him dead, boy. What'd you want to tell me?
(4) **Biff**: Just take it easy, Pop. Good night. [He turns to go.]
(5) **Willy** [unable to resist]: And if anything falls off the desk while you're talking to him—like a package or something—don't you pick it up. They have office boys for that.
(6) Linda: I'll make a big breakfast—
(7) **Willy**: Will you let me finish? [To Biff] Tell him you were in the business in the West. Not farm work.
(8) **Biff**: All right, Dad.
(9) Linda: I think everything—
(10) **Willy** [going right through her speech]: And don't undersell yourself. No less than fifteen thousand dollars.
(11) **Biff** [unable to bear him]: Okay. Good night, Mom. [He starts moving.]
(12) **Willy**: Because you got a greatness in you, Biff, remember that. You got all kinds a greatness . . . [He lies back, exhausted. Biff walks out.]

The interpretation revealed who is the powerful one and who is the powerless one. This answers the second research question which is about power relation between the significant character, Willy and Biff Loman.

3.5 Conclusion of Research Methodology

This chapter has discussed the methodology of the study. It gives explanation how the study is conducted. This includes the research design, the data source, the methods used to analyze the data including some examples of analysis. The data presentation and discussion will be presented in Chapter Four.