

CHAPTER III

RESEARCH METHODOLOGY

This chapter elaborates the methodology of the research being discussed. It covers method of research, research procedure, and source of the data, technique of data collection and technique of data analysis.

3.1. Method of Research

In gaining the goals of analyzing the phenomenon of princess' appearances, the approach which is used is a qualitative research. Jones (1997) explains qualitative research is associated with interpretive approaches. Qualitative methodologies permit the cognitive and affective components to be explored in greater depth and detail than quantitative methodologies. It attempts to avoid pre-judgment; it needs process to get the result because qualitative research may seek answer of a problem based on various angles and subject of the research which is in touch with reality or personal feeling.

From the view above it can be said that qualitative research is suitable approach for the research because the forms of the data in the novels are in sentences and dialog form; textual evidences. These forms can be connected to the issue of physical appearance because these data can be used to achieve the aim of the research. This method is also applicable because in revealing the finding of the research which focuses on princess physical appearance needs interpretation and clear description.

Descriptive method is also used to answer the research questions. It is used to describe the data from the novels. Khan (1990, p.96) asserts that descriptive method is concerned about the present and attempts to determine the status on the phenomenon under investigation. Fraenkel and Wallen (1993) further argue that descriptive research covers any kind of written or visual content of a document, essay, textbook, literary work, news media, recipe political speeches, advertisement even pictures. It means that descriptive method is used in order to provide a systematic description of a situation or condition of phenomenon as factual and as accurate as possible. Thus, these methods are suitable methods to answer the question which is connected to princess' physical appearances.

Another approach which is used in the research is textual analysis. Truex (1996) said that textual analysis allows the text to stand alone and the words or idiomatic expression speaks its meaning. It means that this approach focuses on finding the meaning on the text by identifying words or idioms. Truex (1996) further argues that there are three forms of textual analysis; they are content analysis, conversation analysis, and discourse analysis. Content analysis focuses on finding the structures or patterned regularities within the text. It allows the researcher to draw inference from the text. The second form of textual analysis is conversations analysis. It is an approach to study verbally conducted within interaction in which the meanings are shaped by a variety of contextual factors (Truex, 1996). It is not only finding fix meanings from the words or idioms in a text but also presuming the meanings which are embedded in layers contexts, negotiated interpretation and life-world knowledge. The last form is discourse

analysis; it is an analysis which helps the researcher to define an emergent set of content variables. The forms of textual analysis which is used in the research are content analysis and conversation analysis because both of these forms are appropriate to the text which is going to be analyzed.

3.2. Source of Data

The sources of data are three sequel novels of *Shrek*. They are *Shrek the Novel* adapted by Ellen Weiss (2002), *Shrek 2* adapted by Jesse Leon McCann (2004) and *Shrek the Third* which is adapted by Kathleen Weidner Zoehfeld (2007). The three novels of *Shrek* are used because the development of physical appearance of Princess Fiona is portrayed in these novels.

3.3. Technique of data collection

The form of the data which are going to be collected is textual evidences from the three novels of *Shrek*. The focus of finding the data is searching the textual evidences which describe the portrayal of princes. The strategy which is used is close reading. Clifton (2008) defines close reading as paying especially close attention to what is printed on the page. Clifton continues that it also involves the reader's sensibility to all the nuances and connotations of language as it is used by skilled writers.

Another strategy which is used to investigate the data is content analysis and conversational analysis. Truex (1996) argues that content analysis is aimed at searching structures and patterns in the data from words and phrases.

Mario (1999) further states that content analysis is a systematic procedure which is designed to examine the context of a text. Content analysis is a technique for gathering and analyzing the context of the text. The content can be words, phrase, sentences, pictures, symbols or ideas. While conversational analysis is used to find out the meanings which are attached in depending contexts. These strategies are appropriate to find the data. Afterward, the data findings which are collected by using those strategies are then classified and 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 three novels of *Shrek* repeatedly, then are collected some textual evidences which are related to the research questions. The first step is picking up form the texts all the description about princess physical appearance which is described by narrator and other characters. To identify the portrayal of princess's physical appearance, the theory of concept of beauty will be used as a foundation to reveal the portrayal of a princess in the three novels. Afterward, to answer the second question which focuses on how the portrayal of princess in the three novels is relevant to feminist poststructuralist point of view, the theory of feminist poststructuralist perspective is used as a tool to find the answers. After those steps are completed, the next step is presenting the data analysis in the form of narration. Finally, the last step is drawing conclusion and suggestions based on the findings of the research.