

CHAPTER III

RESEARCH PROCEDURES

This research will use a textual analysis approach which investigates the meanings beneath the text. It will also use descriptive method in which it goes into great depth and detail in describing the analysis.

Therefore this research will involve a close and critical reading of the text. Moreover to have a depth analysis on hegemony and identity, the writer merges Said's Orientalism and Gramsci's hegemony theory.

3.1 The Context

The focus of the analysis is a novel by Marina Lewycka entitled *A Short History of Tractors in Ukrainian*. This novel shows the problems that are faced by the economic migrants; particularly migrants from Ukraine. The main characters in the novel are four Ukrainian migrants that are connected by family relationship: the father, the two daughters and the step mother.

How someone or some group try to win consent of others becomes the focus of hegemony study. A close and critical reading method is employed to get the Western hegemony representation in the text. The representation of Western hegemony is disclosed principally by Said's Orientalism and Gramsci's theory of hegemony.

The main materials to be described and interpreted are the values that are found from the novel which is about the western lifestyle. It will be then framed by Gramsci's theory of hegemony.

3.2 The Data collection Technique

The data are collected by applying the following procedures:

1. Analyzing of the text
 - a. Taking notes concentrating on the Western values that emerge in the novel.
 - b. Categorizing the Western values into four main characters and the reactions (the ways of the main characters treat the values) and the reconstruction of the Western Values towards the migrants main characters' identity.
2. Framing the analysis with theories:
 - a. Restricting the term of West and East in regard to Edward Said's *Orientalism*.
 - b. Deciding on the Western values by using Said's Orientalism to find Western and Eastern culture,
 - c. Interpreting the effects of the characters' reactions towards the Western values and relate it to the cultural background that is owned by each character.

- d. Framing the analysis with Gramsci's theory of hegemony to discuss:
organic intellectuals, culture, ideology, and identity.

3.3 The Procedures of Analyzing Data

The procedures of analyzing data are:

1. Read the novel *A Short History of Tractors in Ukrainian*.
2. Reread and understand the novel to get the Western values from the novel.
3. Identify all the Western values that influence the main characters' routine.
4. Categorize some pages contain Western values, reactions (the ways the main characters treat the values), and the reconstruction of the Western Values towards the main characters adopting Said's Orientalism.
5. Consult to Gramsci's theory of hegemony.
6. Relate Gramsci's theory of hegemony with Said's Orientalism, reactions of the characters, and the effects towards the characters.
7. Analyze, interpret, and describe the data based on Gramsci's theory of hegemony to answer the research questions.
8. Draw conclusions and suggestions based on the result.