

## **CHAPTER III**

### **METHOD OF THE RESEARCH**

This chapter describes the research method. It is focused on qualitative research which is used in this study. It consists of several parts. The first it explains about the nature of research. The second mention the source of the data which is analyzed this research. The third describes the data that will be analyzed. Then, the forth is data collection. And the last is data analysis technique which is used in this research.

#### **3.1 The Nature of Research**

The researcher analyzes a research of course the researcher need a data and methods are appropriate. The appropriate data and methods use for supporting the research. In this thesis, the researcher uses qualitative research. It means that the researcher will describe commodification of Alice Gerstenberg when she wrote a plays “Fourteen” and “Overtones”. Tewksbury states, “Qualitative research methods provide more emphasis on interpretation and providing consumers with complete views, looking at contexts, environmental immersions and a depth of understanding of concept (2009:2)”. Hancock (1998:2) states, “Qualitative research is concerned with developing explanations of social phenomena”. Qualitative research can be concluded that as a research which has aims for understanding social phenomena in human problem. In other opinion, Creswell states,

Qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically

collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data. The final written report has a flexible structure. Those who engage in this form of inquiry support a way of looking at research that honors an inductive style, a focus on individual meaning, and the importance of rendering the complexity of a situation (2009: 22).

Reviewing on Creswell's opinion can be understood that qualitative research has purposes for exploring and understanding the phenomenon of what is experienced by meaning individual or groups to human problem. Therefore, this analysis relates to interpretation of the meaning of the data.

### **3.2 Source of the Data**

There are some kinds of the data sources like internet, books, and Alice Gerstenberg's biography. It depends on the subject that will be analyzed in this research. The sources of the data of this study are the scripts of Alice Gerstenberg's plays "Fourteen" and "Overtones". The scripts are taken from internet sources retrieved from [www.theatrehistory.com/plays/fourteen.html](http://www.theatrehistory.com/plays/fourteen.html) and [www.one-act-plays.com/dramas/overtones](http://www.one-act-plays.com/dramas/overtones). The script was originally published in February 1920 "Fourteen". Then, "Overtones" was originally published in 1921.

### **3.3 Data**

The data are taken from the data selection in the form a script plays in "Fourteen" and "Overtones". The scripts of the plays are written by Alice Gerstenberg as the American playwright. Moreover, the research will also use kinds of data resources which are library resources and internet resources to equip her analysis.

### **3.4 Data Collection**

In selecting the data, the researcher picks up “Fourteen” and “Overtones” script plays which are supposed of commodification. The following method of data collection in qualitative research is presented as follows:

3.4.1 Downloading “Fourteen” and “Overtones” script plays

3.4.2 Reading Alice’s biography

3.4.3 Identifying the commodification of Alice Gerstenberg’s plays based on theory in chapter two

3.4.4 Collecting an information that relation of two subject which are analyze

3.4.5 Relating the plays with commodification theory.

3.4.6 Comprehending the data

### **3.5 Data Analysis Technique**

To analyze the data, the researcher explains the way to collect the data and show the procedures of data analysis. The researcher decides to analyze the commodification as research of her study from a script plays. They are as follows:

3.5.1 Read and comprehend the main characters of the story in “Fourteen” and “Overtones” script plays for several times.

3.5.2 Searching the theories and all information about the plays to support the analysis of commodification through the main characters.

3.5.3 Underlying the text which shows commodification of those plays.

Moreover, the researcher also analyzes the reason of the main characters do commodification.

3.5.4 Reading the theory of commodification in Karl Marx and the script of

“Fourteen” and “Overtones” plays.

3.5.5 Making a conclusion based on the data analysis.