

CHAPTER III

RESEARCH METHODOLOGY

In this part the researcher presents how to accomplish research. Research method is very important to give an instruction in order to get an efficient analysis. This chapter is divided into four subchapters. They are nature of research (3.1), the source of data and data (3.2), technique of collection data and selection of data (3.3), and the data analysis (3.4)

3.1 Nature of Research

In every research, the researcher has a kind of method to analyze the problem. This final project uses an approach to find out accurate information about background of white people's stereotype to black women and racial discrimination toward black women in the novel of *The Help* written by Kathryn Stockett. The researcher hopes this method will be able to analyze data and achieve the purpose. The data collected can be analyzed by using descriptive qualitative approach. The collected data were in the form of all sentences that related with background of white people's stereotype and racial discrimination against black women.

Qualitative research is research which takes the data in the form of non numeric data to answer statement of the problem. It is able to understand human behavior and social interaction between lives of human. Denzin and Lincoln (2005:3) explain about qualitative research in the following:

Qualitative research is a situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that make the world visible. These practices transform the world.

They turn the world into a series of representations, including field notes, interview, conversation, photographs, recordings, and memos to the self. At this level, qualitative research involves an interpretive, naturalistic approach to the world. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them

In the other hand, their explanation is strengthened by Cresswell (2007:39) argued that qualitative research is a form of inquiry in which researchers make an interpretation of what they see, hear, and understand. He also adds that the researchers' interpretations cannot be separated from their own background, history, context, and prior understandings (*Ibid*). In addition, qualitative research begins with assumptions, a worldview, the possible use of the theoretical lens, and the study of research problems inquiring into the meaning individuals or groups ascribe to a social or human problem (*Ibid: 37*).

Based on the explanations above, it means that qualitative research related with the interpretation of the researchers against everything that see, hear, understand, and found in doing the research about phenomena in the world especially the meaning individual or groups from human problem. The researcher uses the type of theoretical lens that is important things to deciding and analyzing the collected data. Principally, the research uses qualitative research as the researcher gave clarification and explanation clearly in the form sentences for answering the statement of the problem. In addition, the researcher also made interpretations to the meaning of the data. Thus, this research was appropriate use qualitative research that quantitative research.

3.2 The Source of Data and Data

The source of data is divided into primary and secondary source.

3.2.1 Primary Source

The researcher chooses source of data in this analysis is novel of *The Help* written by Kathryn Stockett and release in 2009. This novel is an inspiration of her own childhood in Jackson, Mississippi. This novel is chosen because to carry out the data is needed by the researcher.

3.2.2 Secondary Source

In analyze the main data, the writer need additional ways to support and complete the primary data. The writer gets from books of literature theories.

3.2.3 Data

The data in this research were in the form of all sentences about background of white people's stereotypes and racial discrimination toward black women.

3.3 Data Collection Technique and Selection of data

In collecting and selecting data, the researcher conducts several steps which are very relevant. The followings below are several steps conducted by the researcher:

1. Reading the whole story of *The Help* novel.
2. Understanding the whole of story deeply.
3. Collecting data which were in the form of all sentences about the background stereotype and racial discrimination that found in novel.
4. Dividing all of data between background stereotype and racial discrimination.

5. Rewriting and labeling or marked of data that found in the novel

3.4 The Data Analysis Techniques

In analyzed the statement of the problems in the novel entitled *The Help*, there are several phases conducted by the researcher. They could be seen as follows:

1. Classifying data that has been collected and selected. The data were in the form of sentences about background of white people's stereotype and racial discrimination toward black women.
2. Explaining in detail the background stereotype and racial discrimination in *The Help* novel.
3. Analyzing data and applying the theories which are used in the research.
4. Drawing the conclusion from the analysis and giving suggestions.