

CHAPTER III

RESEARCH METHODOLOGY

Research method is an essential part to conduct a research because it is used as guideline in order to get a systematic analysis. In this chapter, the researcher will describe about research methodology of how she will analyze and find out the purpose of this research. This chapter is divided in four subchapters. They are The Nature of the Research, The Source of the Data, The Data, The Data Analysis, and the Phases of the Research.

3.1 The Nature of the Research

This chapter aim to describe the methodology that the author use in analysis the feminist thought of Daisy Buchanan in Great Gatsby. It consists of the nature of the research methodology, the subject of the research and analyzes procedure. As the researcher knows, descriptive qualitative method is a way to find or answer to the questions of how something happened and who was involved, but it is not the way to answer why something happened or why someone was involved.

Creswell's statement, he stated that qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. he also stated that 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(Cresswell, 2007:22).

For example a case of century bank in Indonesia. This case can be clearer when the interviewer of the case interview and ask the chair who was lead at that time, when the case happened. A case study of the process is qualitative

descriptive research. This kind of thought of researcher is inspired by Carol Strider in a website.

Therefore, when she reads many of thesis in library or some journal that exist in some internet address, it use descriptive qualitative too. Descriptive qualitative also used in journal discovery, and the author conclude that her thesis include in discovery too. Especially in discovery to find the feminist thought of Daisy Buchanan. In a journal of Carrie Williams, he state in Research Method (Carrie Williams, April, 2, 2014) that:

Qualitative research is a holistic approach that involves discovery. Qualitative research is also described as an unfolding model that occurs in a natural setting that enables the researcher to develop a level of detail from high involvement in the actual experiences (Creswell, 1994). One identifier of a qualitative research is the social phenomenon being investigated from the participant's viewpoint. There are different types of research designs that use qualitative research techniques to frame the research approach. As a result, the different techniques have a dramatic effect on the research strategies explored.

Besides that, the author feels if this method has a benefit. It makes the author easier to finish the analysis.

3.2 The Source of the Data

In general, the data is took and selected from the novel entitled by F. Scott Fitzgerald that the researcher presents here from two sources:

3.2.1 The Main Data

In this paper the main data that the researcher taken is from novel *Great Gatsby*. The data of the research focuses on analyzing Daisy Buchanan.

3.2.2 The Supporting Data

The supporting data used in this study is entirely derived from written sources or library, such as books, journals, articles, and internet sources. Besides, the researcher uses the theories to support analyzing the data, such as theory of conflict and feminism approach that are in line with the problem of the research. According to the researcher, she decides to choose literature approach, descriptive method, and library research as techniques to analyze feminist thought of daisy Buchanan in Great Gatsby novel by Scott Fitzgerald.

3.3 Technique of the Data Analysis

This analysis applies these following procedures:

1. Doing the library research by reading the main sources and references. It is Great Gatsby novel by Scott Fitzgerald and some books that support the conflicts and feminism theory. Then selecting the data that include of some theories which build the thesis.
2. Analyzing process
 - a) The researcher learns the data that include in the Great Gatsby novel, especially data which has connection with the conflicts that related to feminist thought of Daisy Buchanan.

- b) The researcher takes data dealing with the purposes that suitable with the object.
- c) The researcher gives interpretation and explanation (description) based on the data of novel by using her own words.
- d) The researcher concludes the data