

CHAPTER III

RESEARCH METHODOLOGY

This chapter includes the methods used to analyze in this research. There are five subchapters discussed, those are research design, the source of the data, the instrument of the research, data collections techniques, and data analysis.

3.1 Research Design

In this research, the researcher applied a qualitative method. Qualitative methodology refers to the broadest sense of research that produces descriptive information, people's written or spoken discernible behavioral words (Taylor, Bogdan, DeVault, 2015). Qualitative research starts with the assumptions and the use of interpretive/theoretical frameworks that advise the investigation of research issues tending to the people or group attribute to a social human issue (Creswell and Poth, 2017). Based on the statement, the qualitative is used to interpret the meaning of the data that helps us to understand the social phenomena. The method used by the researcher emphasizes deeper analysis of the text rather than the number which detail in the analysis.

3.2 Source of the Data

In conducting the research, the data source divided into two parts; primary source and secondary source. The primary source of this research is Kevin Kwan's novel entitled *Crazy Rich Asians* which published in February 2014. The novel is represented about Asian-American Rachel Chu and how her life is influenced by people around like his friends and mother through post-colonial identity perspective. The secondary data sources used by the researcher are *Crazy Rich Asians* movie, books, journal, thesis, and articles to support the analysis in this research.

3.3 Data Collection Techniques

The researcher used a reading technique in this research. There are several steps to collect the data in this research. The first important step that used by the

researcher in this research is reading the *Crazy Rich Asians* novel by Kevin Kwan carefully. The researcher was not only read the text but also understand deeply to find the true meaning and get the data that the researcher needed.

The second step is the researcher classified the data that will be analyzed. After collecting the data, the researcher classified the data which related to the topic. The data is about the paragraph of the text which supports the issue from the novel. The data classification based on the research question of this research. Then, the researcher identified the text of the novel which represents the post-colonial identity. The last step is the interpretation of the data. The researcher interpreted the data by using post-colonial theory.

3.4 Data analysis

Since the object of this research is a novel, the researcher used a qualitative method in describing the data that had been collected and explained it with the theory used. The data of this research collected by the following steps. The first step of data analysis is the researcher analyzed the female characters and the relationship between the main character, her friends and her mother that influenced their characterization which represent the issue of post-colonial identity. This theory covers some elements like mimicry, ambivalence, hybridity. After the data had been analyzed, then the interpretation of the findings appeared. As the last step, the researcher drew a conclusion from the finding and interpretation of the study.