

## CHAPTER III

### RESEARCH METHOD

In this chapter, the researcher presents the methods that the research uses, including (1) research design, (2) research object, (3) research instrument, (4) data collection, and (5) data analysis.

#### 3.1 Research Design

A research design is a procedural plan adopted by a researcher to answer a question validly, objectively, accurately, and economically (Kumar, 2005). The research design is also used as a strategy to answer the research question. According to Creswell, there are three main methods in research: quantitative, qualitative, and mixed methods (2014). Quantitative research relate to numbers and everything that can be measured systematically to observe phenomena. Meanwhile, qualitative research is a methods are collecting, analysing and interpreting data by making observations (Ismail, 2021). And mixed methods is a combination of quantitative and qualitative methods.

In this research, the researcher used **qualitative research**. Qualitative research involves the collection and analysis of non-numerical data. Levitt states, that qualitative research is usually descriptive and the results of the analysis are in the form of an explanation of a phenomenon not in nominal form or about the relationship between variables (2018). This research explains a phenomenon in depth and emphasises analysis or description. Based on the explanation above, the qualitative method is suitable for this research because the researcher wants to describe the types of moral values contained in the novel 'Black Beauty' by Anna Sewell.

In this research, the researcher uses an approach, namely the **objective approach**. The researcher uses an objective approach because it focuses on the object itself, namely the novel without studying author's background. According to M.H. Abrams, the objective approach views literary works can stand-alone, free from the creator, reader, or the world behind the author's. Literary works can be observed based on their structure. There are two structures: intrinsic and extrinsic. Intrinsic elements include characterization, plot, setting, and theme. Meanwhile, extrinsic elements include who the author is, and how the social environment and structure are (2009). Of the several methods that can be applied to carry out qualitative research, in this research, the **documentation method** was chosen to conduct research. Documentation method means that the method used is to study or interpret written material based on context. Sources may include published notes, textbook, articles, journal, novel and the like.

### **3.2 Research Object**

The object of this research is a novel entitled 'Black Beauty' by Anna Sewell. 'Black Beauty' is a novel published in 1877 written by the author named Anna Sewell. The story became an instant bestseller upon its publication. The novel is considered one of the top ten bestselling novels for children, although the author aimed at adults. Anna Sewell wrote the story of a horse's life and it is told from the perspective of the horse itself, named 'Black Beauty'. This classic novel set in the Victorian era has a universal and timeless message that animals will serve humans well if they are treated with care.

### **3.3 Research Instrument**

In this research, the researcher is a human instrument to collect data and analyze the data itself. According to Creswell, humans are the best instruments for qualitative

naturalistic analysis (2014). So, the researcher herself is the main instrument in this research who acts as a reader, collector, and analyzer.

In addition, the researcher also used a computer, the internet, notes, and reading novels are used to conduct this research.

### 3.4 Data Collection

Data collection is the process of collecting data aiming to gain insights regarding the research topic (Taherdoost, 2021). The researcher collects data through observation, identification, and classification. The researcher will analyze the moral values of the novel 'Black Beauty' by Anna Sewell.

The steps of data collection for this research are as follows:

1. Reading the novel 'Black Beauty' by Anna Sewell.

The researcher will first read the novel 'Black Beauty' by Anna Sewell repeatedly.

2. Observing the script of the novel 'Black Beauty' by Anna Sewell.

The researcher will observe the content of the novel 'Black Beauty' by Anna Sewell and underline the dialogues or narratives related to the research.

3. Making notes of the novel 'Black Beauty' by Anna Sewell.

The researcher will make notes from the novel 'Black Beauty' by Anna Sewell related to moral values.

4. Identifying data related to the research.

The researcher will identify dialogues that contain moral values and determine the type of moral values contained in the novel 'Black Beauty' by Anna Sewell.

### 3.5 Data Analysis

The next step is for the researcher to analyze all the data that has been collected to get the results of the research. Data analysis is data that has been processed so that readers can quickly understand the results obtained. According to Miles, the analysis process involves three interrelated stages: data condensation, data display, and drawing conclusions (2014). The data analysis used for this research is a descriptive method, which describes or explains an event or research object in detail.

The following is a procedure of specific steps in analyzing the data in this research:

1. Observing the notes already taken from the novels that contain moral values
2. Identifying the moral values contained in the novel 'Black Beauty' by Anna Sewell
3. Classifying the data. The moral values found and identified will be grouped to simplify the analysis
4. Analysing, describing, and explaining the data that has been classified as moral values
5. Drawing conclusion based all the data that has been analyzed. The moral values found were verified by referring back to the original text of the novel 'Black Beauty' by Anna Sewell.