CHAPTER III
RESEARCH METHOD

This chapter includes Literary Approach, Research Design, Source of Data, Procedure of Data Collection, and Procedure of Data Analysis.

3.1 Literary Approach

This thesis uses a psychological approach. To analyze the main character from the novel, the writer uses a psychological approach. The psychological approach of literature is a study that discusses how to analyze a character, their life, and the way of thinking of a character in a novel. This approach can help the writer to solve the statements of the problem from a study. Six psychological approaches exist that attempt to facilitate the understanding of human behavior. An approach is a perspective that involves certain assumptions about human behavior: the way they function, which aspects of them are worthy of study, and what research methods are appropriate for undertaking the study. Saul McLeod (2013: 1). The six psychological approaches are the behaviorist perspective, Humanism, psychodynamic perspective, cognitive psychology, biological psychology, and evolutionary psychology. Saul McLeod (2013: 1).

Six psychological approaches exist that attempt to facilitate the understanding of human behavior. According to Saul McLeod, "An approach is a perspective (i.e., view) that involves certainassumptions (i.e., beliefs) about human behavior: the way they function, which aspects of them are worthy of study and what research methods are appropriate for undertaking this study". McLeod, S (2013, P. 1). The six psychological approaches are the behaviorist perspective, Humanism, psychodynamic perspective, cognitive psychology, biological psychology, and evolutionary psychology.

A common feature in all psychological approaches employability is the individual level of analysis. This highlights a micro-level approach as opposed to a macro-level with a focus upon the organization or a macro-level approach with a focus upon the society. What is different across psychological approaches is a focus upon aspects that are seen as input, or instead output to employability. Vanhercke, De Cuyper, Peeters and De Witte (2014: 593)

3.2 Research Design

In conducting the thesis, the writer uses qualitative research. The qualitative research is focusing on the main characters which is Louisa, Sam, Nathan, and Lily. Qualitative research, characterized by substantially inductive and open-ended methods, is important and accepted the approach in the social sciences. Maxwell and Reybold (2015: 685). Loraine Blaxter stated in her book *How To Research* that qualitative research is concerned with collecting data and analyzing information in many forms with non-numeric form (2006: 60). Qualitative data collection typically involves interviews, observations, and documents. Interview types include various options that range from personal, in-depth, active interviews to open-ended surveys or focus group interviews. Maxwell and Reybold (2015: 685).

In general, most qualitative data are recorded as transcripts and field notes or video and analyzed using inductive, holistic, and narrative strategies rather than through quantification and statistical methods. Maxwell and Reybold (2015: 685). Although numbers may be used in qualitative research, for example, to document how many individuals expressed a particular view or meaning, or the number of times a particular event occurred. Maxwell and Reybold (2015: 685). The qualitative analysis does not begin with converting the data to numerical form. Maxwell and Reybold (2015: 685).

3.3 Source of the Data

Jojo Moyes's novel *After You* is the main source of the data. *After You* novel contains 406 pages in 30 chapters. The data source is focused on three characters. The writer analysis Louisa, Lily, Nathan, and Sam to discuss causes and effects of altruistic behavior that appear in some characters from the novel.
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3.4 Procedure of Data Collection

The data which is used for this study is taken from *After You* novel by Jojo Moyes as the primary data source. In addition to the primary data source, the writer needs a secondary data source to complete the data. The writer also gets some data from some journals, literary books, and the internet. After the data is collected, the writer identifies what causes of altruistic behavior that appear in the *After You* novel. After finding the causes of altruistic behavior, the writer also identifies what effects of altruistic behavior that appears in the *After You* novel.

3.5 Procedure of Data Analysis

First, the writer reads several times and understands the novel. Then, the writer collects the data from the data source *After You* novel. After read and understanding the data, the writer identifies Louisa Clark's character, Lily's character, Nathan's character, and Sam's character in the novel. After the writer analyzes the characters, the writer analyzes what causes altruistic behavior and the effects of altruistic behavior that applied in the novel. The last step is the writer writes down the analysis data from the novel, and then makes the conclusion of data analysis.

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