

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter explains the details of literary approach, research design, data sources, steps of data collection, and steps of data analysis.

#### **3.1 Literary Approach**

In analyzing the novel, the writer uses New Historicism approach to observe and analyze the data which obtained in *The Help*. The New Historicism approach means analyzing the novel based on its historicity of the text by relating it to the configurations of power, society, or ideology in a given. In addition to this historicity of the text is to analyze the relationship between a literary works with evolving circumstances at the time of the work is created. According to Wellek & Warren (1949: 65) research into extrinsic elements often results in an attempt to establish some causality between the extrinsic elements and a work. The research approach which is used by the writer is relevant for this research because it is appropriate to explain the cause and impact of segregation in America in 1960s in the novel Kathryn Stockett's *The Help*.

#### **3.2 Research Design**

In this thesis, the writer applies descriptive qualitative research since the writer will interpret the collected data taken from Kathryn Stockett's *The Help*. Based on Blaxter, Hughes and Tight (2006: 64), qualitative research is a research that concerns with collecting and analyzing information in as many forms, chiefly non numeric, as possible. It tends to target on exploring, in as much detail as attainable, smaller numbers of instances or examples which are seen as being intriguing or illuminating, and aims to accomplish 'depth' rather than 'breath'. According to Bodgan and Biklen (1982: 27), qualitative research is descriptive data in the form of words or pictures rather than number. This research uses qualitative method because the interpretation of the data is described and explained by words.

### **3.3 Data Sources**

The data of this study are the social situation, words, sentences, and dialogues of the novel by Kathryn Stockett, *The Help*, which shows segregation in the novel which occurred in early 1960s in Jackson, Mississippi, Southern America. The source of the data is Kathryn Stockett's novel, *The Help*, published by Penguin Books, America, United States, in 2009. It contains 453 pages, consisting of 34 chapters.

### **3.4 Data Collection Procedure**

The writer collected the data by reading carefully the novel for three times. The first reading was for understanding the main idea conveyed in the novel. The second reading process is done in order to find and highlight the data which shows the causes and impact of segregation in America in the novel. In the third reading process, after highlighting the data, the writer reduce unnecessary information. Finally, the writer analyzes and classifies all the data by classifying the causes and the impact of segregation in America.

### **3.5 Data Analysis Procedure**

After selecting and analyzing the data of the novel *The Help* by Kathryn Stockett which are related to the problem of the statements, there are steps to present and categorize the data according to the research problems. Firstly, the writer focuses on finding the causes and the impacts of the segregation in America that portrayed in the novel. The final process of analyzing the data is that by making the conclusion of the analysis. The conclusion must answer the research questions and relate to the objectives of this study in order to accomplish the purpose of this study.