

CHAPTER III

RESEARCH METHOD

3.1 Research Design

According to Mouly (1978), research is the process of arriving at dependable solution to problem through the planned and systemic collection, analysis and interpretation. To get much information about a research, it is necessary to have a plan, collecting data, analyze the data and interpret them. The research design of the present study is qualitative research method. Zacharias (2012) suggests that qualitative research design deals with words. The data collection will be compared and developed by theoretical framework to maximize the similarities of information (Creswell, 2003).

3.2 Research Instrument

Research instrument in this study is human instrument (researcher) which supported by electronic devices such as: internet sites and electronic dictionaries.

3.3 Data Source

The source of data is gathered from the novel *To Bed a Beauty* by Nicole Jordan in which sexist words become the primary sources. The novel *To Bed a Beauty* is chosen because using sexist word in a novel tends to make the meaning of

word become more negative. In addition, the author attempts to show about women powerless by choosing the sexist words. Jordan chooses some sexist words to make the derogatory sense toward men and women in content of the story.

3.4 Data Collection Procedure

To gather the valid data, there are some steps that used. Firstly, reading intensively each word in novel *To Bed a Beauty* to find the sexist words. The sexist words are selected when the meaning of them tend to differentiate men and women. Secondly, collect many sexist words that found in novel *To Bed a Beauty*. Thirdly, categorize the sexist word in novel *To Bed a Beauty* in three terms, such as: 1) categorizing the word based on the semantic marker where the word is formed, 2) categorizing based on distinguisher that refers to idiosyncratic semantic information, and 3) categorizing the data into the type of sexism, such as: overt sexism and indirect sexism. Fourthly, writing all of data that have been categorized into tables. The last procedure is analyzing each sexist word which is classified as overt sexism and indirect sexism.

3.5 Data Analysis Procedure

In this study, each word that tends to sexist will be written in specific term. In overt sexism, the sexist word will be signed in bold to differentiate among other words. The quotation where the word is found will be written clearly. The data code will be written altogether with the position of sexist word where is found. For

example, the word ‘lady’ is found as the first data code in line 18 and page 52. Therefore, it will be written (1: 5: 52). Then, this sexist word is categorized into its semantic marker, defined by distinguisher that relates to the context in which the data is taken, categorized into the type of sexism, such as: overt sexism and indirect sexism. The example of analysis can be seen in quotation below.

“Drew was under no illusions, however, that **Lady** Freemantle had abandoned her attempts at matchmaking” (5: 52).

Then, the word will be categorized into its marker such as: (noun) (human), and (female). This word is also defined by its distinguisher such as: [a woman having proprietary rights or authority especially as a feudal superior] and [a woman who is a member of an order of knighthood]. These distinguishers are related with the context where the word is used. After that, the word ‘lady’ will be categorized into the overt sexism with specification in naming term. In naming term, the word ‘lady’ is categorized as the title for female. It refers to the title for woman who has proprietary right or authority. In addition, this title conducts her social status that she is a member of knighthood. This word is not equivalent with male’s title – sir, which is used as a polite address to a man of rank or authority whereas the title ‘lady’ is only given when the woman is a member of knighthood. Finally, this word reveals that female has lower right and social status than male.

In indirect sexism, the act of matchmaking is not appropriate behavior while it is conducted by ‘lady’. The ‘lady’ must behave in correct behavior,