

CHAPTER III

Methodology

3. 1. Research methodology

The research method of this study is descriptive interpretative analysis. The writer uses content analysis to support the main theory that is used in this research in finding the significance between the Paulo Coelho's novel cover layout and its theme.

3.1.1. Content Analysis

In order to find a reliable data, the theme, the author will use content analysis to collect the needed data. In brief, content analysis is a research tool focused on the actual content and internal features of media (Krippendorff 2004. Pg 24), in this research it would be a text from novel.

Bernard Berelson defined Content Analysis as "a research technique for the objective, systematic, and quantitative description of manifest content of communications" (Berelson, 74). It is used to determine the existence of certain words, concepts, themes, phrases, characters, or sentences within texts or sets of texts and to quantify this presence in an objective manner.

To conduct a content analysis on a text, the text is coded or broken down, into manageable categories on a variety of levels – word, word sense, phrase, sentence, or theme – and then examined using one of content analysis' basic

methods: conceptual analysis or relational analysis. In this research, the author will use relational analysis.

The techniques to find a reliable data to find theme are based on:

- (1) An analysis of words (word repetitions, key-indigenous terms, and key-words-in contexts);
- (2) A careful reading of larger blocks of texts (compare and contrast, social science queries, and searching for missing information);
- (3) An intentional analysis of linguistic features (metaphors, transitions, connectors); and
- (4) The physical manipulation of texts (unmarked texts, pawing, and cut and sort procedures).

(Ryan, 1998)

The results are then used to make inferences about the messages within the text(s), the writer(s), the audience, and even the culture and time of which these are a part. For example, Content Analysis can indicate pertinent features such as comprehensiveness of coverage or the intentions, biases, prejudices, and oversights of authors, publishers, as well as all other persons responsible for the content of materials.

3.2. Data sources

According to Lofland (1984) the main data source in qualitative research are words and action, moreover, we can have some additional data sources such as documents, journals, newspaper, etc (Moeleong, 2005: 157).

Refer to that theory; this research has one main data sources. The main data sources are 3 Paulo Coelho's novel, which its theme and cover layout will be analyzed. Those 3 novels are:

- The Alchemist,
- In the river Piedra I sat and wept, and
- The witch of Portobello.

Those 3 novels were taken from <http://www.4shared.com>. As the supportive data in conducting this research, the writer will collect some documents, journals, books, e-books, and other supporting documents. While examining the main data, those supporting data will be used as the secondary data supplying the writer a references and additional theory.

3. 3. Data Collection Method

In collecting the data, there are some steps that had to be done by the writer. The first thing the writer does is collecting all the main data, which are three Paulo Coelho's novel. Those novels are selected randomly. Then, that novel has to be read.

Then, the writer will find the cover layout of the three novels. The next thing is finding the appropriate theories that will support the research. The writer will do some document analysis. The supporting data could be in form of documents, books, journals, e-books, or blogs.

Then the writer will make a table for a supporting data and then a table for analyzing the cover layout.

3. 4. Data Analysis

In this qualitative research, the writer will examine the data using semiotic theory, especially C. S. Peirce's theory of semiotic. The writer will analyzed the main data to draw a relation between the novel's cover layout and its theme. The details data analyses are:

- After reading the novel thoroughly the writer will choose sentences and phrases that have a relation with the theme.
- Those chosen sentences and phrases will be put into table in order to make it easier to be analyzed.

No.	Page and line	Sentences and phrases	explanation
1.			
...			

- Analyzed the categorized/ identified sentences and phrases.
- The writer will conclude the main theme through findings and it will be used in the further analysis.
- Analyzed the cover layout of the three novels.

	Icon	Index	Symbol
Color			
Symbol			
Text			

- Each of novel's cover layouts will be separated into three parts. Then, each symbol, texts, and color suited to the C. S. Peirce's theories about icon, index, and symbol will be put into the selected table.
- The writer will analyze the representament of each color, symbol, and text based on Peirce's theory. Then, the writer will draw a conclusion based on the cover analysis.
- Compare the themes and the cover layout analysis to see the correlations and significance between the cover layout and the theme.