

CHAPTER III

RESEARCH METHODOLOGY

There are two methods of data analysis, those are, qualitative and quantitative researches. Greenhalgh & Taylor (1997, p.3) state that qualitative research attempts to develop the explanation of why something happens as experienced in our social world, and it lies in the personal experience. Qualitative research relies on human's understanding, perspective and assumption.

In this research the qualitative method covers the acceptable quality of the research using the type of collecting data, instrument, and procedure of data analysis that have been set up. As the primary data, I use three picturebooks. To support it, my secondary data are from other books and electronic sources that are related to the subject, and are used as referential source to support and analyze the data.

3.1. Data Collection

In doing this research, the primary data are as follows:

First Book

Title: *My Name Is Yoon*

Writer: Helen Recorvits

Illustrator: Gabi Swiatkowska

Main Character: Yoon

Country: New York

Year: 2003

Pages: 29

Second Book

Title: *Yoon And The Christmas Mitten*

Writer: Helen Recorvits

Illustrator: Gabi Swiatkowska

Main Character: Yoon

Country: New York

Year: 2006

Pages: 32

Third Book

Title: *Yoon And The Jade Bracelet*

Writer: Helen Recorvits

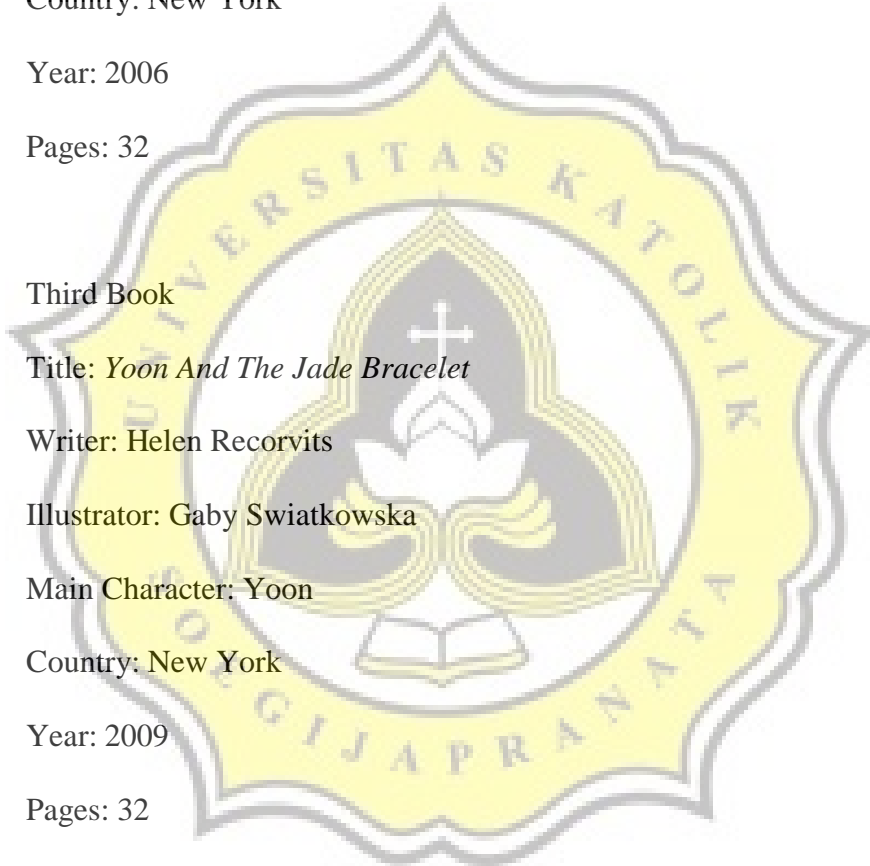
Illustrator: Gabi Swiatkowska

Main Character: Yoon

Country: New York

Year: 2009

Pages: 32



3.2. Research Procedure

There are some procedures used to analyze the data of Recorvits's Yoon series. It is described as follows: first, the I read the three primary picturebooks by also using the pictures as the primary visual data. Second, I highlighted, collected and made notes about some important issues from the children picturebooks by relating it to the theories of cultural adjustment and identity issue. Third, I used

the primary data as the subject and analyzed it using the theory from electronic sources that also become the secondary data.

In analyzing the picturebooks, the words and picture scenes are focused upon, in order to see the kinds of cultural adjustment issues experienced by Yoon. The issues are matched with the theories obtained from Lysgaard (1955) and Oberg (1960), to decide on which stages of cultural adjustment process is Yoon experiencing.

The stages to be mapped out are, first, is honeymoon stage such as the amazement of the character on everything about the new country. Second is culture shock or crisis stage where the character feels desperate in living in a different culture. The third stage is when the character adjusts into the new culture. The fourth is the mastery phase, where the character feels comfortable and is able to live in another country.

3.3. Data Analysis and Interpretation

The analysis of the picturebooks starts with categorizing the data into the stages of Cultural Adjustment , which consists of 1) honeymoon stage, 2) culture shock stage, 3) adjustment stage, and 4) mastery stage. For example, words and pictures that show Yoon being amazed at her new culture and when she still feels that her Korean culture is better than what she sees and experienced in the American way, becomes those categorized under the honeymoon stage. Then, when Yoon starts to show protest about her new environment is an example of culture shock stage. Next, adjustment stages are when words and pictures reflect how Yoon tries to get along with her new friends and environment. Lastly, mastery stage is when Yoon shows how she knows when to put her own Korean

culture or American culture to respond to certain situations faced upon her without any protests or hard feelings about her environment.

