

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Data Collection

This research is a qualitative study. Qualitative research is a form of social action that stresses on the way people interpret, and make sense of their experiences to understand the social reality of individuals. It makes the use of interviews, diaries, journals, classroom observations and immersions; and open-ended questionnaires to obtain, analyze, and interpret the data content analysis of visual and textual materials, and oral history Zohrabi (cited in Haradhan, 2018). In addition, According to Fraenkel and Wallen (2009), qualitative research is research design used to analyze the problem such as relationship, activities, situation or material through describing or explanation (422).

The writer's thesis used manga entitled *Mahou Shoujo Site* as the object of analysis. The complete information about the manga:

Title: Mahou Shoujo Site (Japanese) / Magical Girl Site (English)

Type : manga

Episode : manga chapter 139 (END)

Status : manga (END)

Aired : July 4, 2013

Source : <https://mangahub.io/chapter/mahou-shoujo-site>

Genre : Drama , horror , psychological , supernatural

Rating : R – 17+ (violence & profanity)

3.2 Research Procedure

In writing this thesis, there were some steps used to finish this thesis. The first one was to reach a deep understanding of the manga. The writer read the manga for several chapters. By reading a manga several times the writer was able to achieve data to analyze the manga. In this study, the writer decided to use a formalistic approach to analyze the manga. Formalistic approach focused on intrinsic elements and use close reading methods to draw conclusions. By reading a journal of an upperclassman named Ivan Gunawan and some other journals, the writer got more comprehension about intrinsic elements discussed in this study, which was the character of the story.

3.3 Method of Data analysis

In this chapter, the writer discussed the answer of two research questions that the writer had. The first problem formulation is “What is the main character’s development?” and the second problem formulation is “What factors trigger the character development of the main character?”. The answer to the first problem was the character development that the main character undergoes and the answer to the second problem formulation showed specific factors that change the main character. The main character discussed in this thesis is a girl named Aya Asagiri.