# **CHAPTER III**

# **METHODOLOGY**

## 3.1 Method of Research

This research used qualitative research methods with qualitative descriptive. This is because the qualitative method was chosen in-depth information on moral values in the novelHeidi. According to WalidinAK(2015) in his book “qualitative research is a research process to understand human or social phenomena by creating a clear picture”. Comprehensive and complex that can be presented in words, detailed views reports obtained from informant sources, and carried out in a natural setting. Meanwhile based on Hoy & Adams (2015) in his book “quantitative research is systematic scientific research on parts and phenomena and their relationships”.

From the statement above, the researcher concludes that qualitative research is a method of analyzing data in a complex manner in the form of unlimited words, phrases, and sentences. Researcher use data analysis in novels by analyzing the main characters in the novel, analyzing what happens in the story, and focusing on the conflicts that occur in the story.

## 3.2 Data and Sources of Data

The data used in this research is qualitative data.According to Ramdhan(2021) in his book “qualitative research data can be regarded as data that is presented or communicated in the form of words, sentences, narrative expressions, and images.The data of the qualitative descriptive methodwas collected from the "Heidi” novel. Researcher divide sources into primary data sources and secondary data sources.In this research, the primary source was takenfrom quote in Heidi’s novel.The secondary data source for this research was taken frombooks, journals, theses and some relevant materials tosupport and complete the primary data source.

## 3.3 Technique of Collecting Data

According to Faruk(2017) in his book “techniques of collecting data are methods or techniques used by the human mind which aim to collect facts related to research problems”. Data collection was carried out using library study techniques, namely by reading and taking notes. Technique reading is done by reading the novelHeidi. Initially, a complete reading of the novel was carried out for general identification purposes. Then read carefully and interpret the moral elements in the novel. After reading carefully, the data was recorded. Thhe next step is recording which is done by recording direct quotations from the novel being studied.

## Technique of Analysing Data

According to Muhammad, R (2021)in his book “technique of analyzingdata are strategies for transforming data into information.”. This research is a content analysis research. Data obtained was analyzed using qualitative descriptive methods. Data analysis was carried out to determine the moral aspects contained in the novel Heidi.The data analysis technique used in this research is descriptive and qualitativebecause the data requires descriptive explanation. Descriptive methods are used to determine the overall research objectives.

This research is a content analysis research on the novel Heidi. To analyze the moral values ​​in Heidi's novel, what is done first is to identify the values ​​that appear in the story, and then analyze how these values ​​are expressed by the characters. This content analysis method can be marked on text quotations that show these moral values ​​and finally draw conclusions about how these values ​​influence the whole.