

CHAPTER III

RESEARCH METHOD

3.1 Research Method

This study is conducted by using a qualitative method. Qualitative method is a study that intends to understand what a phenomenon is experienced by research subjects, for example behavior, perception, motivation, action, holistically, and by means of descriptions in the form of words and language (Moleong, 2010). Qualitative research is more descriptive. The data collected is in the form of words or images, so there is no emphasis on numbers.

The primary data in this study is the Switchover Series. And secondary data are obtained from reading of the Switchover series used to support primary data. Literary sociology approach is also used in this study. The sociological approach to literature is an approach that understands literary works in relation to reality and social aspects of society. This approach is motivated by the fact that the existence of literary works cannot be separated from the social realities that occur in a society (Damono 1979).

The main data of the study will be analyzed through narrative text and dialogue that appears in the Switchover Series. This study uses toxic masculinity theory by Terry A Kupers and theory of planned behavior by Icek Ajzen. There are several steps used in analyzing data. First, the context of each data will be provided from document analysis. Second, the data will be classified as four types of toxic masculinity according to Kupers (2001). They are misogyny, homophobia, greed, and violent domination. Likewise with the

three concepts of planned behavior according to Icek Azjen, including attitude, subjective norms, and perceived control belief. Once classified, the data will be analyzed using classification, interpretation and conclusions.

3.2 Technique of Data Collection

The data collection technique in this study is documentation analysis. Document analysis here is used so that it can be in form observations in the form of defects with the phenomena system being investigated. This means that this study examines the series script *Switchover* by Mila without conducting interviews, and then the researcher records the results of the data found. Data documentation was carried out in this research by reading and recording the traits of toxic masculinity contained in the *Switchover* series.

3.3 Data Analysis

The data analysis techniques used in this study include data reduction, data presentation, and drawing conclusions or verification. These steps were put forward by Miles & Huberman (1992). More details regarding these three steps are as follows:

1. Data Reduction

Data reduction is a selection process, focusing on simplifying, abstracting, and transforming rough data that emerges from field notes. The steps taken are sharpening the analysis, classifying or categorizing each problem through brief descriptions, directing, discarding unnecessary ones,

and organizing data so that it can be withdrawn and verified. The data that are reduced includes all data regarding the research problem.

Reduced data will provide a more specific picture and make it easier for the researcher to collect further data and look for additional data if needed. The longer the researcher is in the field, the more data there will be more and more, more complex and complicated. Therefore, data reduction needs to be carried out so that the data does not pile up so as not to complicate further analysis.

2. Data Presentation

Data presentation is as a collection of structured information that provides the possibility of drawing conclusions and taking action. Data presentation can be done in the form of narrative descriptions, charts, relationships between categories and flow diagrams. Presenting data in this form makes it easier for the researcher to understand what is happening. In this step, the researcher tries to compile relevant data so that the information obtained is concluded and has a certain meaning to answer the research problem.

3. Drawing conclusions

Drawing conclusions is an effort to search for or understand meaning, regularity, patterns, explanations, cause and effect flow or propositions. After carrying out verification, conclusions can be drawn based on the research results presented in narrative form. Drawing conclusions is the final stage of data analysis activities.