

CHAPTER III

METHOD OF THE STUDY

The third chapter explains about the method of the study. This chapter divided into four sub-chapters: research approach, population and sample, technique of data collection, technique of data analysis.

3.1. Research Approach

The approach used in this research is the qualitative approach. This method of research is suitable with the purpose of study, since the writer is trying to get the data of the adjective occurrences and its relation with the gender feature. According to Dornyei (2007), qualitative research has the emergent research design and interpretative analysis. What is meant by emergent research design here is that qualitative research has no strict foreshadow, and the research is flexible, which means that the research may develop, advance, or processed more in the process of the research. While interpretative analysis means that the research is the result of the researcher's subjective point of interpretation towards the data. In this research, the characteristics of the qualitative approach stated by Dornyei (2007) are considered suitable to be used, since this research has no idea of how the characterization of each character in "*The Simpsons*" and the pattern of adjectives used in it, and also this research is the researcher's interpretation of the adjective usage in "*The Simpsons*" and its relation with the gender feature that may be found in it. This research tries to show the patterns and generalization of gender by using the

qualitative approach on lexical items, especially the adjective used in each gender role in *The Simpsons*.

3.2. Population and Sample

According to Yount (2006,7-2), “a population consists of all the subject you want to study,” and according to Gay (1987, 101), “a population comprises all the possible cases (persons, objects, events) that constitutes a known whole. In case of this research, the population meant was not the people, but all the episodes of *The Simpsons*. As the number one cartoon television series in the United States, *The Simpsons* has approximately 500 episodes in 24 different seasons aired since 1989. The population of the episodes is too big to be analyzed by the writer, so a sample is taken. According to Yount (2006, 7-2), sampling is the process that is used to determine a group of the population that reflects the population itself. The sample is taken by multi cluster sampling technique. The first step is to take the clusters, which is the episodes in this research. The second step is to take one main character centered episode per season, leaving 24 episodes to be analyzed, which consists of 12 episodes that is centered on the male characters, which is *Homer Simpsons* and *Bart Simpsons*, and 12 episodes that is centered on the female characters, which is *Marge Simpsons* and *Lisa Simpsons*.

The list of the episodes taken as a sample is as follows:

1. Season 1 Episode 6 : “Moaning Lisa”
2. Season 2 Episode 8 : “Bart the Daredevil”
3. Season 3 Episode 14 : “Lisa the Greek”

4. Season 4 Episode 11 : "Homer's Triple Bypass"
5. Season 5 Episode 6 : "Marge On The Lam"
6. Season 6 Episode 1 : "Bart of Darkness"
7. Season 7 Episode 11 : "Marge Be Not Proud"
8. Season 8 Episode 3 : "The Homer They Fall"
9. Season 9 Episode 8 : "Lisa the Skeptic"
10. Season 10 Episode 3 : "Bart the Mother"
11. Season 11 Episode 10: "Little Big Mom"
12. Season 12 Episode 15: "Hungry, Hungry Homer"
13. Season 13 Episode 15: "Blame It on Lisa"
14. Season 14 Episode 11: "Barting Over"
15. Season 15 Episode 8 : "Marge vs. Singles, Seniors, Childless Couples and Teens and Gays"
16. Season 16 Episode 8 : "Homer and Ned's Hail Mary Pass"
17. Season 17 Episode 20: "Regarding Margie"
18. Season 18 Episode 18: "The Boys of Bummert"
19. Season 19 Episode 15: "Smoke On The Daughter"
20. Season 20 Episode 3 : "Double, Double, Boy in Trouble"
21. Season 21 Episode 3 : "The Great Wife Hope?"
22. Season 22 Episode 12: "Homer The Father"
23. Season 23 Episode 22: "Lisa Goes Gaga"
24. Season 24 Episode 9: "Homer Goes to Prep School"

3.3. Technique of Data Collection

In collecting the data for analyzing the gender stereotype in *The Simpsons*, the writer takes three steps. First, the writer downloaded the DVD-ripped videos and subtitles of the episodes taken as the sample from the *torrent* source “*www.kickass.to*,” which provided a large number and types of any serials and movies to be downloaded. The writer chose the DVD-ripped type of the series because DVD-ripped type is the type that was legally distributed by the producer of “*The Simpsons*”. After the writer found the good DVD-rip copy, the writer will download the *torrent* using a *torrent* downloader application called as *µTorrent*®. Second, after the download has been finished, the writer will take the subtitle and copy the subtitle into Microsoft Word. The writer took this step because the format of the original subtitle is *.srt*, which is only can be opened in the notepad. For a better view and easier editing purpose, the writer copied the original subtitle into Microsoft Word. Third, the writer identified and inserted the character’s names into the subtitle. This step was conducted by the researcher because the subtitle did not have the name of the speaker in it, so the writer had to take a note of the name of the speaker manually. In tagging the sentences occurred in the subtitle of the sample, the writer focused on four main characters of the *Simpsons* family: *Homer*, *Marge*, *Bart*, and *Lisa Simpsons*.

4. Technique of Data Analysis

In analyzing the gender stereotype in *The Simpsons*, the writer takes five steps. First, the writer used the *Center ForSprogteknologi's Part-Of-Speech tagger (Brill, with adaptations)*, to extract the adjective uttered by the four characters analyzed. In analyzing the adjective utterances occurred, the writer uses the speech tagger provided by the Center for Sprogteknologi of Copenhagen University, or later will be called as CST's Part-of-Speech tagger. This speech tagger is free for everyone who wants to use it for non-commercial purposes, and can be accessed through the web of CST, which is cst.dk/online/pos_tagger/uk. According to the website, this POS (Part-of-Speech)-tags "can be used in extraction of words of a specific word class (all finite verbs, all nouns, etc.), to decide which word class a word belongs to in a given position (She flies = verb, the flies = noun), or to group word classes into syntagmata." The CST's Part-of-Speech tagger tags every word used in the sentences. Since this research only needs the adjective one, the writer extracted every adjective tagged in the output text of the CST's Part-of-Speech tagger and only picked the adjective, which is tagged with the tag "JJ".

Figure 3.1 The output of post-processed text via CST's Part-of-Speech tagger**Output**

Bart/NNP (/ (M/NNP)) :/: Are/VBP you/PRP sure/JJ ?/.

You/PRP sound/VBP nervous/JJ ./.

Marge/NNP (/ (F/NN)) :/: Well/UH ./, anyone/NN would/MD be/VB nervous/JJ with/IN all/PDT the/DT economic/JJ turmoil/NN you/PRP read/VBP about/IN in/IN the-/NNP Homer/NNP (/ (M/NNP)) :/: Oh/UH ./, precious/JJ heirlooms/NNS ./.

Homer/NNP (/ (M/NNP)) :/: Oh/UH ./, that/WDT was/VBD scary/JJ ./.

Homer/NNP (/ (M/NNP)) :/: We/PRP came/VBD this/DT close/RB to/TO losing/VBG our/PRP\$ spare/JJ Christmas/NNP tree/NN stand/NN ./.

You/PRP monster/NN !/.

Marge/NNP (/ (F/NN)) :/: Oh/UH ./, I/PRP 'll/MD never/RB get/VB rid/JJ of/IN this/DT useless/JJ junk/NN ./.

Homer/NNP (/ (M/NNP)) :/: Useless/JJ ?/.

This/DT flash/NN cube/NN has/VBZ two/CD flashes/NNS left/VBN ./.

Marge/NNP (/ (F/NN)) :/: If/IN you/PRP would/MD just/RB stop/VB being/VBG so/RB impulsive/JJ ./, maybe-/NNP Marge/NNP (/ (F/NN)) :/: This/DT chair/NN lift/NN sure/JJ goes/VBZ high/JJ ./.

Bart/NNP (/ (M/NNP)) :/: Some/DT gentle/JJ rocking/NN will/MD relax/VB you/PRP ./, Mom/NNP ./.

Lisa/NNP (/ (F/NN)) :/: See/VB ./, Mom/NNP ?/.

./.

You/PRP conquered/VBD your/PRP\$ fears/NNS and/CC now/RB you/PRP 're/VBP ready/JJ to-/NNP Marge/NNP (/ (F/NN)) :/: I/PRP 'm/VBP sorry/JJ !/.

Homer/NNP (/ (M/NNP)) :/: Spinebuster/NNP ?/.

Boring/JJ ./.

Homer/NNP (/ (M/NNP)) :/: That/DT suit/NN 's/VBZ a/DT little/JJ revealing/JJ ./, is/VBZ n't/RB it/PRP ?/.

./.

Homer/NNP (/ (M/NNP)) :/: Stupid/JJ sexy/JJ Flanders/NNP !/.

Homer/NNP (/ (M/NNP)) :/: Ow/NNP !/.

My/PRP\$ leg/NN !/.

This/DT is/VBZ the/DT worst/JJS pain/NN ever/RB !/.

Homer/NNP (/ (M/NNP)) :/: Single/JJ ./.

Lisa/NNP (/ (F/NN)) :/: So/RB hard/JJ ./, but/CC so/RB rewarding/JJ ./.

Lisa/NNP (/ (F/NN)) :/: Downhill/JJ skiers/NNS missing/VBG fun-/NNP Lisa/NNP (/ (F/NN)) :/: Wow/UH !/.

What/WP a/DT perfect/JJ scene/NN ./.

This/DT was/VBD so/RB worth/JJ it/PRP ./.

Lisa/NNP (/ (F/NN)) :/: Do/VBP n't/RB worry/VB ./, little/JJ friends/NNS ./.

Marge/NNP (/ (F/NN)) :/: Skiing/VBG fanny/NN first/JJ into/IN a/DT crevasse/NN is/VBZ n't/RB my/PRP\$ idea/NN of/IN fun/NN ./.

Marge/NNP (/ (F/NN)) :/: The/DT only/JJ risk/NN I/PRP 'm/VBP taking/VBG is/VBZ running/VBG out/IN of/IN

The second step, after the writer extracted the adjectives needed for the research, the writer grouped the adjectives found based on the genders of the speakers into Male and Female adjectives and then calculate the number of adjective usage for each gender. Third, the writer classified the adjectives into Positive and Negative Adjective by Sassoon and Gurion (2010). Fourth, the writer compares the adjective used by the characters with the characteristics from BNCweb. Fifth, the writer interpreted the result.