

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Approach of the Study

This study used a qualitative approach. According to Yusof & Ali (2011), qualitative research does not use any statistical procedures, as if that were a quality label. This means that numbers and statistics do not limit qualitative research but focus on an in-depth understanding of the studied subject. This method emphasizes the holistic interpretation and analysis of data rather than relying on numbers to state findings. This allows researchers to explore diverse perspectives and gain richer insights into the subject under study.

3.2 Data Source

This data was taken from Rebecca F. Kuang's novel *Yellowface* (2023). The writer used narrative components in the novel to gather study-related data. This novel was chosen because the writer identified several archetypes, particularly in the persona and shadow that the main character targeted.

3.3 Data Collection

The writer used several procedures to gather data for the study. According to Creswell & Creswell (2018), qualitative data analysis involves sequential steps and various levels of analysis, including preparing, reading, organizing, creating

descriptions, and explaining descriptions based on data. The first step was to read the novel *Yellowface* by Rebecca F. Kuang as the data source for this study and to understand the storyline. The writer identified the components of the narrative, marked some sentences that could be problematic in the book, and organized the collected data into categories based on the subjects studied: persona and shadow. The final step was to describe the main character's persona and shadow and explain them in accordance with Carl Gustav Jung's (1968) theory.

3.4 Data Analysis

The collected data were then analyzed using descriptive methods, supported by Carl Gustav Jung's (1968) theory of archetypes, to examine persona and shadow in the *Yellowface* (2023) novel. The findings were presented in essay form, and all data were thoroughly analyzed and interpreted to explain how the persona and the shadow, and their impact on the main character, were depicted in the novel.