CHAPTER III

RESEARCH METHODOLOGY

3.1. Qualitative Method

The research used qualitative method in collecting the required data for this particular research. Caudle (2004) suggested that qualitative analysis is defined as "making sense of relevant data gathered from sources such as interviews, on-site observations and documents and then responsibly presenting what the data reveal" (p. 417). Using qualitative approaches is considerably practical in "constructing or developing theories or conceptual frameworks or, to put it another way, in generating hypotheses" (Sofaer, 1999, p. 1104). That being said, the data may differ from the existing patterns imposed by a certain theory as qualitative research "captures the relative rather than the absolute "truth" (ibid, p. 1106), making the results more relevant and detailed. Here qualitative approaches were applied while analyzing data of CR strategies used by the characters in the particularly selected South Korean TV series titled *"Weightlifting Fairy Kim Bok Joo* (역도여정 김복주)", produced by MBC (*Munhwa* Broadcasting Corporation) in 2016.

On the other hand, Creswell (2007) specified several characteristics of qualitative research, one of which is *emergent design*. It means that the results may deviate from the general hypotheses initially proposed in the research depending on the particular field where the data collection takes place. Here the writer applied qualitative

approaches considering that the research used coded data as the main source, which were analyzed by testing out the data with the existing theories suggested by previous research. In this particular study, the writer examined the validity of the previous theories and suggested her own pattern based on the data provided. It is argued that qualitative approaches can be used for such experimental studies to make the analysis rich of details and descriptions. In addition, qualitative analysis helps the writer in discovering meanings or perceptions embraced in a society which influence certain behaviors of the people. Hence, the writer indeed applied qualitative method.

3.2. Method of Data Collection

3.2.1. Instruments

As for the instruments of the research, the writer used the 16 episodes of a South Korean coming-of-age TV series entitled "*Weightlifting Fairy Kim Bok Joo*", produced by MBC in 2016. The plot tells about an ordinary collegiate female weightlifting athlete named *Kim Bok Joo* who trained hard to become a professional weightlifter. A conflict arises when *Bok Joo* had a crush on a handsome obesity doctor *Jung Jae Yi*, which forced her to lie about her identity in order to win his heart. *Jae Yi*'s brother *Jung Joon Young* happened to be *Bok Joo*'s elementary schoolmate, who later developed feelings for her. Apart of the main plotline, this series also depicts the daily life of athletes and their struggles to achieve their respective goals.

While the initial premise of the story itself is nothing new, the series managed to deliver its positive messages to the viewers. Even though it suffered from major slump with low average nationwide rating of 4.8 percent according to TNmS Media and 4.6 percent according to Nielsen Korea, it did receive great responses in South Korea and even overseas for how relatable the story was and the chemistry of the main leads. A popular international website for streaming and downloading subbed Korean, Japanese, Taiwanese, Chinese and Hong Kong TV series and movies _myasiantv.se_ still had *"Weightlifting Fairy Kim Bok Joo"* at #7 for Top Month in April 2017 when the last episode was aired last January, signifying the fame among international fans.

3.2.2. Data Collection

Qualitative data were collected by watching a South Korean TV series *"Weightlifting Fairy Kim Bok Joo"*. During the data collection, the writer identified how the characters respond to compliments in the conversations with the counterparts and classified each response into a variety of categories. These conversations were transcribed and each response was put into a certain code indicating the pattern of CR strategies applied. In order to strengthen the validity, the writer used native speakers' judgements. There were 3 native Koreans who reviewed her table of data collection to check the language and contextual accuracy of the data.

3.2.3. Procedure

There were several steps taken in conducting this study. The writer began the data collection by watching *"Weighlifting Fairy Kim Bok Joo"* and transcribing the excerpts of conversations which alluded to CR strategy application. Afterwards, the writer classified the data based on the pattern of CR expression as proposed by Pomerantz (1978) and rearranged by Spencer-Oatey and Ng (2001). She also put the CR data under the category of complimenting (1) Modesty Maxim or (2) Agreement Maxim. To strengthen the data validity, the writer used native speakers' judgements of 3 native Koreans in order to investigate the cultural aspects. It is closely-related to Creswell and Miller (2000)'s method of validity procedure called triangulation, where convergence is searched among different sources of information to form categories in a study (p. 126). These native Koreans examined the accuracy and validity of collected data related to the culture of South Korea, whether or not each datum was correctly classified. Finally, the writer began analyzing the categorized data to answer the research questions.

3.2.4. Method of Data Analysis

Analysis of the data collected was conducted by finding the commonalities of each data in order to discover the common patterns. The writer classified each type of compliment responses in accordance to the patterns of expression as proposed by Pomerantz (1978) and rearranged by Spencer-Oatey and Ng (2001).

The writer used the coding system as follows:

AAP = Acceptance – Appreciation;

AAG = Acceptance – Agreement;

RDE = Rejection – Denial;

RIR = Rejection – Idiomatic Rejection;

SEC = Self-praise Avoidance – Explanatory Comment;

SSF = Self-praise Avoidance – Switch of Focus.