

CHAPTER III

RESEARCH METHODOLOGY

As mentioned earlier, the purpose of the study is to find out the influence of Korean TV drama on die-hard fans in FLA (Faculty of Language and Arts) Soegjapranata Catholic University Semarang. In this research, the writer used interview as the method to collect data. Therefore, the method used is qualitative method.

Qualitative research method is an approach for “exploring and understanding the meaning individuals or groups to describe a social or human problem” (Creswell, 2014, p.23). Qualitative research analysis is defined as “interpretation, and report of open-ended data, analysis of text or pictures, representation of information in figures and tables, and personal interpretation of the findings all inform qualitative methods” (Creswell, 2014, p.23).

3.1 Method of Data Collection

The best method to use in this study is qualitative method, through interviews. The writer did an observation of the students who likes to watch Korean Drama. After that writer interviewed the students to know deeper about the reason students like to watch Korean drama.

Based on Creswell (2014), “interview methods are allowing the researcher to control over the line of questioning, and interview also is the best method to get more accurate and detail information or data from the informer” (Creswell, 2014, p241) or Korean drama viewers, in this study.

In the interview, the writer asked the participants questions related to Korean drama. The identity of the participants in this study is not revealed due to privacy reason. The writer decided to use interview method to elaborate the data to answer the problem formulations.

3.2 Participants

Participants of this study were some students in FLA (Faculty of Language and Arts) who often watch Korean dramas from batches 2014.

3.3 Instruments

The instruments of this study were interview, documentation, and library research.

1. Interview

The purpose of interview is to collect data from some students which is also Korean Drama viewers at Soegijapranata Catholic University to get a trustworthy source. The writer chose interview method because by doing an interview, the writer got more knowledge about FLA student consumptions of Korean drama.

2. Documentation (recording)

In this study, the interview was documented through recording the voice of the interviewees. In other words, the writer interviewed and recorded the result at the same time. After doing an interview, the writer transcribed the interview to get the data.

3. Library research

Besides doing an interview, the writer also collected the data from some trusted references related to K-Pop Drama such as book, journal, article from website, and other sources.

3.4 Procedure

There were some procedures that were done in this research

1) Plan

To determine the subject of the study, the writer chose the instrument and participant of the study. Then the writer designed the interview questions.

2) Collecting data

To collect the data, the writer interviewed the students, and collected data from some trusty journal, book, article, and other sources.

3.5 Method of Data Analysis

After all data are gathered, the next step was to write and analyze the data. Data analysis is an important part of the study, because it helps the writer to make a conclusion from the problem that the writer facing when the writer do the research. In the data analysis, the writer relied on the theory of the reasons Korean dramas are popular and the influence of Korean drama on the interviewees in their daily lives.