CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Type of Research

Research is the process of finding information and truth about something. Research is an academic activity so that the term should be used in a technical sense. Research in common words refers to a search for knowledge. In this study, the writer used a qualitative method to study this K-Drama, the data analyzed in this study are in the form of words and pictures, not numbers.

3.2. Data Collection

3.2.1. Source

The object of this study is the K-Drama *Moon Lovers: Scarlet Heart Ryeo.*

Title : Moon Lovers: Scarlet Heart Ryeo

Director : Kim Kyu-tae

Type/Genre : Historical, Romance
Fantasy, Melodrama

Company(s) : GT Entertainment
NBC Universal International Television
YG Entertainment

Running Time : 60 minutes/episode

Total Episodes: 20 + 2 special episodes

Year of Publish: 2016

Country : South Korea

3.2.2. Procedure

The researcher did several procedures to collect data. They were:

a. Watching all episodes from K-Drama *Moon Lovers: Scarlet Heart Ryeo.*
b. Learning all episodes to find out the characters in the drama.
c. Collecting data information related to the study through documentation and library research.

3.3 Method of Data Analysis

In this research, the researcher focuses on the characters of K-Drama *Moon Lovers: Scarlet Heart Ryeo,* especially on the descriptions of characters. The characters are analyzed using theories on characters mainly on the major characters and minor characters by Kennedy & Gioia (1995) and the round character and flat character by Forster (1956).

The data is collected through observational methods, and the technique used is documentation. Steps of data analysis were:

a. Watch all the episodes from the drama, then find the important scenes of each character and record the dialogue between the characters to understand which parts can be explained according to the characters.
b. Looking at the data to find out whether the characters were round or flat.
c. Interpreting the data.
d. Concluding the data.