

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Data Collection

For this study, the writer will use qualitative research because the field of this study is literature. Qualitative research focuses on words rather than numbers, it does not include statistic calculation (Mohajan, 2018). In the journal, Mohajan (2018) said qualitative research has the aim to describe and interpret the topic that is being studied. Qualitative research also seeks to gain a better understanding (Mohajan, 2018).

3.2 Method Data Collection

3.2.1 Source

In this study, the writer will use *Running Man* TV series animation detailed as follow:



Title	: <i>Running Man</i>
Director	: Lee Hwan Jin
Producer	: Seoul Broadcasting System (SBS) and Line Friends
Writer	: Jo Hyo Jin, Kim Joo Hyung, Im Hyung Taek
Company	: Locus
Distributor	: Cartoon Network Southeast Asia and Cartoon Network Australia
Release date	: August 11, 2018
Running time	: 140 minutes for 10 episodes

Country : South Korea
Language : English
Genre : adventure, comedy
Number of episodes : 10 episodes

3.2.2 Procedure

In making this undergraduate thesis, the writer went through some stages to collect the data. First, the writer accessed the internet to download the *Running Man*, animated series. Second, the writer watched the series. Third, the writer took some notes about the characters from *Running Man*, the animated series. Then, the writer analyzed the anthropomorphism in the characters of *Running Man*, the animated series. Last, the writer concluded the collected data.

In this study, the writer initially planned to use only six episodes. Yet, she added four other episodes to the study. The aim of adding four episodes was to get sufficient data to do the analysis. In total, the writer used ten episodes of *Running Man*, the animated series for the research.

3.2.3 Method of Data Analysis

In this research, the writer focuses on the members of *Running Man*, the animated series. Each member of *Running Man* has animal nicknames that represent them like animals. The writer analyzed the anthropomorphism of the animal members of *Running Man*, the animated series based on anthropomorphism theory from Keen (2011) and animal symbolism from Dan (1963) in this research.