

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Type of Research

This research used qualitative data analysis to analyze and interpret the issues faced by Hanna in concerning body image. The primary data obtained from a film entitled *200 Pounds Beauty*.

3.2 Method of Data Collection

The writer used a library research approach in this study to obtain all the data needed to finish this study.

3.2.1 Source

The writer used a film entitled *200 Pounds Beauty* by Kim Yong – hwa.

Below are the details of the primary source of this research:



Type/Genre	: Comedy, Romance, Drama, Melodrama, Musical
Title	: <i>200 Pounds Beauty</i>
Director	: Kim Yong – hwa
Year of Release	: 2006
Country	: South Korea
Duration	: 01:56:17

3.2.2 Procedure

There were several steps done by the writer to collect the research data. First, the writer watched the film *200 Pounds Beauty* thoroughly. The purpose is to have an understanding of the film. Besides that, the purpose of the first step was to get the data needed for this study. Second, the writer read journals about women and body image. Third, the writer analyzed the film. Last, the writer made the conclusion.

3.2.3 Method of Data Analysis

In doing the data analysis, the writer used the theories proposed by Bordo (1993) on women and body image and Jung & Lee (2006) on Korean women's body image and self-esteem to analyze Hanna's problems with body image. Furthermore, the writer used the theory proposed by Kim and Chung (2018) to talk about the side-effects of plastic surgery on Korean women.

