

## CHAPTER 3

### METHOD OF DATA COLLECTION AND ANALYSIS

This study aims to identify the dual personalities in Geo Seo Jin In *Hyde, Jekyll, and Me* Korea Drama. The writer used the qualitative method in conducting this research after looking at the question and the purpose.

#### 3.1 Type of Research

In this research, the writer used the descriptive analysis technique. The writer collected some data from available resources such as books and websites related to this research. The writer analyses Geo Seo Jin, the main character's dual personality problem of *Hyde Jekyll and Me* using Freud's psychoanalysis theories.

In this research, the writer applied the qualitative approach to analyze and describe *Hyde Jekyll and Me* Korea Drama's dual personality character. Qualitative research is characterized by its aims, which relate to understanding some aspect of social life, and its methods, which (in general) generate words rather than numbers. Qualitative research allows the writer to investigate people's meanings to their behavior, actions, and interactions with others. On the other hand, qualitative researchers investigate meanings, interpretations, symbols, and social life processes and relations. The qualitative researcher tries to make sense of social phenomena and the meanings people bring to them (Denzin & Lincoln, 2008).

## 3.2 Data Collection

In this thesis, the writer used a descriptive qualitative method to analyze the main character based on the behavior described in the scenes or dialogue of the movie.

### 3.2.1. Material

In this study, the writer used Korean Drama as a source of data. In this research, the writer used *Hyde Jekyll Me* Korea Drama based on the Korea webtoon by Lee Choonng-Ho with the real titled *Dr. Jekyll is Mr. Hyde*. Below are the details of the primary source of this research.

Type/Genre : Romance, Comedy, Drama

Title : *Hyde, Jekyll and Me*

Author : Kim Ji Woon

Production : ONDA Entertainment

Year of Aired: January 21, 2015

Country : South Korea

### 3.2.2. Procedure

First, the writer watched the *Hyde Jekyll and Me* Korean Drama Series. For twenty episodes' scenes and dialogues are scanned and compiled as data. Second, the writer analyzes the main character's finding in the drama, Geo Seo Jin, as a character with two personalities. Third, the dual personality character analyzed and interpreted using Freud's psychoanalysis theories. The writer analyzed the dual personalities of the main character Geo Seo Jin from the dialogue and scenes by the *Hyde, Jekyll, and Me* series. Categorical issues in this thesis are about two

personalities and how they affect Geo Seo Jin's daily life. Last, the writer made a conclusion based on the data that have been collected.

### **3.3 Method of Data Analysis**

This study used Freud's psychoanalysis: id, ego, superego to analyze the main character and dual personality. The data analyzed are shown by providing proof of the scenes and dialogues from the series

