

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1. Research Design

In this study, the writer collected the data and information by analyzing Korean drama content. Through Viu or Netflix as a streaming media application, the writer watched the drama for a week. Then the writer made a note for the data and information needed. In this research, the writer focused on product placement in Korean dramas and the product of Laneige appears in dramas.

Content analysis is a research method that can be used to test and describe a concept. Content analysis can be used to examine a variety of communication formats, such as print media (books, magazines, newspapers, etc.), electronic media (television, radio, film, music, etc.) (Arafat, 2018).

Bungin (2003 as cited in Annafi, 2020) qualitative content analysis, a systematic technique used to analyze the content and process a message or observe the communication media of the selected communicator. The data and documents to be evaluated in qualitative media content analysis are referred to as text, whatever their form is such as pictures, signs, symbols, moving pictures, and others. Qualitative media content analysis refers to conceptually integrative analytical methods to find, identify, process, and analyze documents, to find out their meaning, significance, and relevance.

All data that has been obtained and collected and analyzed based on the categories that have been determined by the researcher.

The reason for choosing these three dramas is because in the drama Laneige's products are shown as product placements.

3.2. Method of Data Collection

3.2.1. Source

In this study, the writer has chosen three Korean dramas featuring Laneige as product placement. The drama had a good view rating. The materials are as follows:

Korean Drama : *Descendant of The Sun*

Laneige Product : Laneige BB Cushion (Pore Control & whitening)

Production Company : Amorepacific Cosmetics

Director : Lee Eung-bok and Baek Sang-hoon

Distributor : KBS2 (Korean Broadcasting System)

Episode : 1

Korean Drama : *Weightlifting Fairy Kim Bok-joo*

Laneige Product : Laneige Two Tone Lip Bar

Laneige Water Bank Moisturizer

Production Company : Amorepacific Cosmetics

Director : Oh Hyun-jong

Distributor : MBC TV

Episode : 7 and 13

Korean Drama : *About Time*

Laneige Product : Stained Glass stick

Laneige sleeping mask

Production Company : Amorepacific Cosmetics

Director : Kim Hyung-Sik

Park Shin-woo

Distributor : TVN (Korean TV channel)

Episode : 12 and 14

3.2.2. Procedure

In making this paper, the writer went through several stages to collect data. First, the writer watched three Korean dramas with the title of *Descendant of The Sun*, *Weightlifting Fairy Kim Bok-joo*, and *About Time*. Second, the writer wrote down a note about the product placement duration and wrote down the types of Laneige products that were shown in the drama scene. Then, the writer analyzed the types and dimensions of the product placement used in the drama. Finally, the writer made conclusions about collecting data.

3.3. Method of Data Analysis

In this research, the writer wants to know the type and dimension of Laneige cosmetic product placement used in the Korean drama *Descendant of The Sun*, *Weightlifting Fairy Kim Bok-joo*, and *About Time*. The writer analyzed the data using the theory of the Integration Marketing Communication Approach by George Belch and Michael Belch which is a sales strategy involving communication in the form of advertising. Product placement is one type of advertising through films/television programs. The writer analyzed the type of product placement which is divided into three, they are Implicit Brand, Integrated Explicit Brand, Non-Integrated Explicit Brand.

After collecting and obtaining the data, the writer used the qualitative content analysis research method to present the result. After getting the result the data were described and interpreted. The results of the discussion in this study are descriptive.