

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

In this research, the researcher applied a qualitative approach to analyse and describe the possessiveness character in Netflix series *YOU* Season 1. Qualitative research focuses on 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 researchers to investigate the meanings of people attributed to their behavior, actions, and interactions with others. In addition, qualitative researchers investigate meanings, interpretations, symbols, and the processes and relations of social life. Qualitative research embraces the concept of *intersubjectivity* usually understood to refer to how people may agree or construct meaning: perhaps to a shared understanding, emotion, feeling, or perception of a situation, in order to interpret the social world they inhabit (Biggerstaff, 2012).

3.2 Method of Data Collection

3.2.1 Source

In this research, the researcher used Netflix series as the source of data. In this research, the researcher used Netflix series *YOU* Season 1 based on the novel book

written by Caroline Kepnes. Below are the details of the primary source of this research.

Type/Genre : Psychological thriller, Crime, Drama

Title : *YOU*

Author : Caroline Kepnes

Production : Netflix

Year of Aired : December 26, 2018

Country : United States

Episodes : 10

Duration : 41 – 50 minutes

3.2.2 Procedure

First, the researcher watched the Netflix Series Movie *YOU* Season 1. Ten episodes' scenes and dialogues are analyzed and compiled as data. Second, the researcher analyzed and interpreted the movie script using Lenore Walker's theory to reveal the causes of possessive behavior by the main character, Meloy's theory on stalker, Brown's theory on jealousy, Doron et al.'s theory on obsession and Walker's theory on abusive behavior. Lastly, the researcher made conclusions based on the data that have been collected.

3.3 Method of Data Analysis

In doing the data analysis, the writer used the theory proposed by Walker (1995) on possessive behavior, Meloy's theory on stalker, Brown's theory on

jealousy, Doron et al's theory on obsession and Walker's theory on abusive behavior to analyze Joe Goldberg's character in series movie *YOU*.

