

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

In this study, the researcher uses qualitative research methods to identify the character development of Sansa Stark in the *Game of Thrones* film series. According to Creswell (2014), qualitative research is an approach to understanding the meaning of individuals or groups assumed to come to social or human problems. The research process involves questions and procedures that arise. Data analysis is constructed inductively from particulars to general themes, and the researcher interprets the meaning of the existing data.

3.2 Method of Data Collection

The method of data collection consists of primary and secondary data. The primary data used by the researcher in this study was from the TV series *Game of Thrones* which started streaming on April 17, 2011. The researcher collected relevant data regarding the development of Sansa Stark's character by rewatching the TV series on the HBO Go platform to refresh the researcher's memory of the series. Meanwhile, the secondary data used in this research came from qualitative documents collected by the researcher to deepen her arguments in the research conducted. Secondary data included books, e-books, journal articles, and so on.

3.2.1 Source

The researcher uses the TV series *Game of Thrones* produced by Benioff and Weiss as the primary source to conduct her research. The TV show is an adaptation of the

novel entitled *A Song of Ice and Fire* written by George R. R. Martin. From 2011 to 2019, eight seasons aired worldwide on the HBO channel. According to HBO's official website, the first episode of *Game of Thrones* was released on April 17, 2011, and the last episode was released on April 14, 2019. Each episode of the series is over 60 minutes long. There are no main focus characters in this series, in other words, all characters have their own influence in developing the plot. However, at the end of the series, all characters are tied to the main plot of *Game of Thrones*.

Title : Game of Thrones
Creator : David Benioff and D.B. Weiss
Company : HBO Entertainment
Release Date : April 17, 2011 (season 1)
April 1, 2012 (season 2)
March 31, 2013 (season 3)
April 6, 2014 (season 4)
April 12, 2015 (season 5)
April 24, 2016 (season 6)
July 16, 2017 (season 7)
April 14, 2019 (season 8)

Duration : +/- 60 minutes
Country : United States of America
Language : English

3.2.2 Procedure

There were several steps that the researcher took in order to collect data for this study. First, the researcher rewatched the series *Game of Thrones* by streaming on the HBO Go application. This step was done to refresh the researcher's understanding of the plot of the series, especially regarding the journey of Sansa Stark. Second, the researcher found the transcript dialog of the series from genius.com, especially the dialog of Sansa Stark. This step helped the researcher to analyze the dialog that was used as proof or argument reinforcement for the reader about the character of Sansa Stark in the series. Third, the researcher found existing studies about archetypal patterns as the source to support the research. Last, the researcher did the analysis by recording the dialogues or scenes shown in the TV series and then grouping the data according to the data contained in the theory used. and made a conclusion based on her analysis.

3.3 Method of Data Analysis

The researcher applied Pearson's (1998) theory about archetypal patterns because it suits to analyze the development of Sansa Stark's character in the *Game of Thrones* TV series. There were some stages and tasks that Sansa Stark went through to develop. Based on Pearson's (1998) archetypal patterns theory, the development of a hero is divided into six stages.

The first stage is Orphans, the plot in which one must survive difficulties in life. After Orphan is the Wanderer, where someone tries to find their identity. After that is the Warrior phase. This is the phase when someone proves his/her worthiness. Next, someone will experience an Altruist phase where they show generosity by sacrificing for goodness. Then they experienced Innocent's Return, where they

achieved their happiness. The last stage is about a Magician where they have the courage to be able to change the situation.

The researcher chooses Pearson's (1998) work as the reference for her study because the theory is related to the development journey experienced by Sansa Stark in the *Game of Thrones* TV series.

