CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the research questions, subject and context of the research, research method, data collection, data analysis, and data presentation.

3.1. Research Questions

This research attempts to investigate the two fan fictions: *Don't, Please Don't* and *The Beautiful World* in order to answer these following questions:

1. How do the members of *Running Man* the TV Show appropriate the characters of *Running Man* members in both fan fictions?
2. What does the appropriation in the fan fictions mean?

3.2. Subject and Context of the Research

The subjects of this research are the *Running Man*'s fan fiction entitled *The Beautiful World* written by Stresskq and *Don't, Please Don't* written by Zephyr120, which are taken from *Asianfanfics*. Both fan fictions were written in English published in 2014 through online. *Don't, Please Don't* consists of four chapters and *The Beautiful Wolrd* consists of thirty eight chapters.

Both fan fictions, *Don't, Please Don't* and *The Beautiful World,* were associated with the South Korea TV Show entitled *Running Man.* The TV show has seven members: Yoo Jae Suk, Ji Suk Jin, Haha, Gary, Lee Kwang Soo, Kim Jong Kook, and Song Ji Hyo. However, this research focuses on three members: Kim Jong Kook, Song Ji Hyo, and Gary. These three members are involved in a triangle love in the fan fictions. Kim Jong Kook and Song Ji Hyo are a couple in the fan fictions. Contrast with the fan fictions, Gary and Song Ji Hyo are involved in love line in the TV Show. Therefore, these three members are portrayed differently from the TV Show to make Kim Jong Kook and Song Ji Hyo are in a relationship.

This research is a comparative study which used appropriation approach as an analytical tool. The research focuses on analyzing the appropriation of the character in the online fan fiction of *Running Man* the TV Showby engaging the appropriation approach by Young (2008) and the members were analyzed by Rimmon – Keenan (2005) method to reveal the characterization.

3.3. Research Method

This research uses a descriptive qualitative method in which all data were interpreted into words, phrases, and sentences (Creswell, 2014). The data in this reserach were textual evidence taken from the fan fictions. The textual evidence is formed into words, phrases, and sentences.

In addition, a qualitative method is an approach which can explain a person's experience, behavior, social context, and interactions of people without using statistical procedures (Wilson, 2000). This study focuses on the *Running Man* members which were appropriated to the fan fictions. The members' behavior and the members' interaction with each other can be counted as the textual evidence.

The data used for this study were taken from two fan fictions: *The Beautiful World* and*Don't, Please Don't* which were interpreted, elaborated, and described in order to form the findings of the research.

3.4. Data Collection

The data used for this study were the fan fictions of *Running Man* SouthKorea TV Show entitled *The Beautiful World* written by Stresskq and *Don't, Please Don't* written by Zephyr120 which taken from *Asianfanfic*. The online fan fictions were written by the authors who came from non – Korea, which is America. In addition, the online fan fictions were connected to the TV Show.

The members in the fan fictions were appropriated to the members in the TV Show. The selected episodes that were appropriated to the fan fiction are episode 173 and 66. However, some episodes which are 63, 64, 94, 206, 255, 256, 87, 260, 127,

and 14 show the character's trait of the members and the identification of the members in the fan fictions. The data were collected by reading the online fan fiction, critically selecting the sentences, words, and phrases which serve as textual evidences that answer the research questions implicitly and explicitly.

3.5. Data Analysis

Some steps are conducted to analyze the data. First, both online fan fictions *The Beautiful World* and *Don't, Please Don't*were read carefully and repeatedly. Second, the dialogue and the narration of the story which connected to the life background of the members, the identification of the members, and the characterization of the members in the fan fictions were identified and highlighted. Third, the characterization of the members was categorized into two, which are direct and indirect characterization. Fourth, the meaning of the appropriation was categorized into two: stereotyping and assimilation. Fifth, the data were analyzed and interpreted to draw the findings. Last, conclusions and suggestions were made regarding to the research.

3.6. Data Presentation

To accomplish the data analysis, the presentation of the data was designed. The *Running Man* members were appropriated to the fan fictions through three ways: connected to the member's life background (see appendices in table 3.6.1.); connected to the member's identification (see appendices in table 3.6.2.); and connected to the characterization of the members in the fan fictions. The characterization of the members was divided into two: direct characterization (see appendices in table 3.6.3.) and indirect characterization (see appendices in table 3.6.3.).

In addition, the narrative event (s) was also employed in order to inform the situation of the members in the textual evidence.

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The Appropriation of Characters in Online Fan Fictions of *Running Man* Television Show
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