CHAPTER III
RESEARCH METHODOLOGY

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This chapter explains the research design, data sources, and the procedures used in collecting and analyzing data, including detailed steps for each stage of the research process.

3.1 Research Design

This research uses a qualitative descriptive approach. According to Damono (2002), the sociology of literature is an approach that considers social aspects and examines literature from a social perspective. In this study, the sociological approach to literature is applied together with Carl Gustav Jung's analytical psychology theory to reveal the personality archetypes of the characters Mitsuha Miyamizu and Taki Tachibana in Makoto Shinkai's anime *Your Name (Kimi no Nawa)*. As for the type, this research is classified as qualitative research, which emphasizes the use of words and descriptions in analyzing objects rather than numbers or statistics.

3.2 Data and Source of Data

The primary data in this study are the visual and verbal texts taken directly from the anime film *Your Name (Kimi no Nawa)*, directed by Makoto Shinkai, with a total duration of 1 hour, 40 minutes, and 49 seconds. The primary data include selected scenes, dialogues, character gestures, and narrative events that show the psychological development, personality transformation, and internal conflicts of the two main characters, Mitsuha Miyamizu and Taki Tachibana. The script of the film, as transcribed and discussed by Shinkai (2016) in the novelization, is also used as a supporting primary reference to ensure accurate interpretation of the dialogues and narrative events.

3.3 Data Collection Technique

The data collection technique used in this study was documentary observation. The specific steps were as follows:

(1) The researcher collected primary data by watching the anime film *Your Name (Kimi no Nawa)* repeatedly in its original Japanese version with English subtitles to ensure accurate understanding of the dialogue and narrative events.

(2) The researcher identified and noted scenes, dialogues, and character behaviors that are relevant to the research questions, particularly those that indicate body-swapping, psychological change, and archetype manifestation.

(3) The researcher categorized the collected data according to Jung's four archetypes: Persona, Shadow, Anima/Animus, and Self.

(4) The researcher used secondary sources including the film's novelization (Shinkai, 2016) and academic literature to support and verify interpretations of the primary data.

3.4 Data Analysis Technique

The technique used to analyze the data in this research is descriptive qualitative analysis. This technique involves describing the facts found in the data and then analyzing them in depth according to the chosen theoretical approach. The specific steps of data analysis are as follows:

(1) The researcher read and reviewed all collected data from the anime *Your Name (Kimi no Nawa)*, including scenes, dialogues, and character behaviors.

(2) The researcher identified relevant evidence of personality archetypes in the characters' actions, dialogues, and responses throughout the story.

(3) The researcher interpreted the data using Carl Gustav Jung's archetype theory (Persona, Shadow, Anima/Animus, and Self) to explain the psychological development of both characters.

(4) The researcher described how the non-linear narrative structure including the body-swapping phenomenon and the shifting timelines affected the development of each character's personality.

(5) Finally, the researcher drew conclusions based on the findings to answer the research questions.

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