

CHAPTER III METHOD OF RESEARCH

In this chapter defines about the methodology of research used in this research. Indeed, discussion divided into several parts which starts from the research design, object of the research, method of the collecting the data to investigated, method of analyzing the data, and last is about presenting the data of the result.

3.1 Research Design

This research was conducted by using qualitative descriptive method, added Firman (2018) stated that qualitative descriptive is a research aims to observe the phenomenon about an object of the research such as an action, perspective, motivation, and other thing related to object of the research. Not only sees the object but also presents the detail explanation in the words form. Furthermore, Yunianto (2017) explained that qualitative descriptive research is about a research based on the facts of data sources were collected by recording and describing all the findings of the data. The conclusion of this research is to describe the relationship between an object of the research linked with theories from some experts. Therefore, qualitative descriptive is selected as the suitable method to analyze impoliteness strategies in comment column CJ's posts on Instagram.

3.2 Object of The Research

Object of the research is the most important part as the main analysis of this research are strategies and triggers of impoliteness. The object in the research

focuses on the utterances found in CJ's posts on Instagram. Indeed, the utterances indicated impoliteness strategies followed by the causes to trigger rudeness actions.

3.3. Method of Collecting Data

This research used observational method purposed by Sudaryanto (2015) which he stated that observational method is the method of collecting data by observing the data. The researcher observed the data followed by some procedures of collecting the data for this research, there are:

1. First the researcher observed the social media "Instagram"
2. Continue to search the CJ's account on Instagram
3. Open some CJ's posts on Instagram
4. Look some comments under the posts
5. Reading the utterances in comment column
4. Repeated reading the comment column to make sure no mistake when collect the data
5. Collecting the data indicated the strategies and factors in the comments

3.4 Method of Analyzing Data

According to Sudaryanto (2015) stated that pragmatic identity is a method of analyzing data which focus on context found in utterances. Furthermore, this research used pragmatic identity to analyze the data due to this research analyzed the context haters giving rude comments. In addition, Sudaryanto (2015) added pragmatic competence-in equalizing as the technique to classify the data. Apart from the technique, this researcher identified the similarity then classified the data based on the Culpeper's impoliteness theories.

In this section the researcher applied some steps to analyze the data, there are:

1. The researcher classified the utterances started from the strategies and factors of impoliteness.
2. The researcher analyzed the data from strategies classification and factors classification by making in each data followed by the answer of research questions.

3.5 Method of Presenting the Result Analysis

According to Sudaryanto (2015) stated that in presenting data is depend on the element in the paper. In generally, there two categories in method of presenting the result of analysis. There are formal and informal, side formal method is the method which present the data by using number in the paper. And the other hand, side informal is the method which present the data by using words in the paper work. Indeed, informal method has applied in this research for presenting the data.