CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

Qualitative method used in this research in terms to explain and describing the data source. According to Merriam (2016) qualitative research approach is one that is utilized to explore the interaction between people and their experiences in the different point of view. Bogdan (2016) informed the data in qualitative research methods are shaped by people's writing and behaviour, which can be monitored. Furthermore, Huberman (2014) stated in analysing the data, there are three activities: data reduction, data presentation and the conclusion drawing or verification. Thus, Flick (2014) added that the result of the research which employed qualitative method would be served descriptively which means it concentrate social interaction, diversity and participatory description.

The data is a transcription from product review by NikkiTutorials in YouTube which is shaped by words. By the definition from the experts above the data for this research was examined by using qualitative research method. Furthermore, the researchers identified the figurative language that used by Nikki. At the end, the result of this study was presented in descriptive essay concerning the using of figurative language in product review by Nikki. Hence, the qualitative method was employed in this research.

3.2 Object of the Research

The main objective of this study is to determine the kinds and meanings of figurative language used throughout product reviews. The statement that conveyed by Nikkie in her product review contain various kind of figurative language with different reason. This YouTube channel has been running since 2008 with 857 videos containing 153 product reviews. The first product review was uploaded in 2009. With so many product reviews, the researcher limits the data in order to limit the data collection.

The researcher decided to only took the three of most popular in the last two years. Among them, "Shane Dawson x Jeffree star conspiracy palette the truth!!! | Nikkietutorials" with 8.8 million views, "Jeffree Star Cremated Palette Review. Yikes! | Nikkietutorials" with 7 million views and "Jeffree Star Blood Lust collection review. The Truth" with 5 million views. With Perrine's concept, the various shapes and purposes of figurative language would be examined. Only the sentences or phrases which use figurative language and are present in the data source was used for further analysis.

3.3 Data Collection Method

This observational method was employed to collect the data by Creswell and Creswell (2018). They claim that the observational technique is a method to gather information by employing the five senses, seeing, hearing, feeling, speaking, and smelling while documenting the occurrences seen during the tape. The observation was carried out by watching the product review because the data

were extracted from a YouTube video. Therefore, the researcher obtained data using the observational method.

The researcher picked for note-taking in this study, using the observational method as a strategy. Initially, the researcher watched the YouTube product review video. The next step in this investigation written down the data. Using Perrine's research, then the data divided into each kind and its significance.

3.4 Data Analysis Method

"Data analysis mean the process of systematically searching and arranging the interview transcripts, fieldnotes, and other materials that you accumulate to enable you to come up with findings" (Bogdan, 2016, p. 159). After collecting the data, the next move was analysing the data. In order to looking for semantic element and identifying the figurative language, the data was analysed by utilizing the referential method. Thus, this research used Sudaryanto (2015) and the data was referred in terms of kind and reason of figurative language by employing Perrine's theory.

Initially, accomplishing the first question. By identifying the kind of figurative language and mark up the words or sentence in the transcription of product review according to Perrine's theory. Also, to determine the utterance involved figurative language, the researcher used Merriam-Webster dictionary to see the literal meaning. Afterwards, in order to solve the second question, the reason of figurative language investigated by researcher using Perrine. At the end, the result of this study discovered the kind and the reason of figurative language.

3.5 Method of Presenting Research Result

After all the works above, presenting the result is the final stage in this research. This research engaged theory from Sudaryanto (2015). The result formed in descriptive way by using informal techniques. According to him, informal methods is when the result of the study formed by words or sentence. This research presented the kind and the reason. Therefore, this study was presented in descriptive by using words sentence.