CHAPTER III

METHOD OF RESEARCH

3.1. Research Design

In the beginning of this research starting when the researcher is interested in the uniqueness of Alay language which is widely used by adolescents in media social. In the process of deepening the phenomenon of alay language, researchers use several ways such as observation and taking a note. Researchers also do deepening problems through books and journals, do the formulation of problems, and collect theories related to alay language. The object of the research in this research is alay language. The sources of data obtained from media social *Instagram* that is currently widely used by adolescents. In the sampling process is taken by purposive sampling. In addition, in collecting data the researchers used observation method. Then, data is analyzed through two steps. Firstly, collecting all data related to alay language and secondly classified according to its characteristics and expansion. The last step is to conclude the results of the research that has been analyzed.

In this research used qualitative research by Kothari (2004:3) as the type of research. In here, the researcher is the main instrument of the research.

3.2. Object of the Research

The object of the research is Alay language and its contribution found in media social like Instagram, which is currently being used.

This research was conducted to participants who followed the two Indonesian funniest accounts. The first account was *dagelan* with the followers reach 12,8 Million. The second account is *ngakakkocak* and the followers reach 8,4 Million. Those accounts were purposively selected. This purposive sampling is proposed by Kothari (2004:59). It was used to obtain various realities for the research.

The selection of the participants was based on the reasons that firstly, the participants were those who had Instagram accounts and they were followers from *dagelan* and *ngakakkocak.* The second, the participants whose accounts were used for this research were adolescents both men and women. Usually, the age of the participants ranged from 15 years old up to 23 years old because this range of age was based on the focus of the study which is concerned with Alay language that is considered mostly used by adolescents. The last reason, the choice of participants based on their comment in *dagelan* or *ngakakkocak* and photos that have been shared from both accounts.

3.3. Method of Collecting Data

In process of collecting data, the researcher used an observation method by Sugiyono (2011:226) to describe and interpret the data. In this research, the researcher also used nonparticipant observation to collect the data because the researcher did not involve in the comment section on Instagram. Besides, the researcher used a screenshot and taking a note technique. In here, the researcher only observes every user which contains alay language in the comment section on Instagram. There are the steps which the researcher did in collecting the data:

1. First of all, the data were drawn from media social Instagram which was compiled from the *comments or caption* on Instagram in *dagelan* and *ngakakkocak* accounts of the participants who are categorized as the users of Alay language.

2. Second, the researcher scrolls down the comments or pictures that already posted in *dagelan* and *ngakakkocak* accounts in order to get all the data.

3. This observation was not meant to be recognized or known by the owners of the accounts. This does not suggest that the researcher had less respect towards the participants. This covert observation was conducted merely for the sake of the naturalness of the data gained.

4. This observation was conducted during the last 5 months starting from September 2017 until January 2018.

3.4. Method of Analyzing Data

The researcher takes next step is analyzing the data. The data will be analyzed by a qualitative descriptive method with content analysis technique by Sugiyono (2011). The data were analyzed in the following steps:

1. Data analysis was divided into two main sections. The first is related to the results analysis from the observation users who use alay language in media social Instagram. The data collected from the two Indonesia funnies accounts were the first step was examined to detect a characteristic and expansion of alay language and to assure that the data were accurate and complete to facilitate further analysis.

2. The second step was the coding step which involved the assignment of numbering and symbols to every linguistics phenomenon captured in the realization of Alay language in social media Instagram. This step was intended to enable the data collected to be put into a limited number based on Fanayun,'s theories.

3. Later, the data which had been coded were classified into 7 characteristics of alay language and how the expansion of alay language mentioned in Chapter II.

4. The final step in dealing with the data collected was to assemble the data and make it to be concise. This final step involved a summarization of the raw data and a display of the data in a more compact form for deeper analysis.

3.5. Method of Presenting Research Result

After doing analysis, the next step is presenting the research result. In this research, the researcher presented the research result by using the informal method by Sudaryanto (1993:241) to present the analyzed data. The result was presented by using words and sentences to make the readers easy to understand.