

CHAPTER III

RESEARCH METHODOLOGY

3.1. Research Design

This research was started when the researcher found a phenomenon in using social media in people daily life, the phenomenon is the using of language style in sending a message from one member to another in a social media Couchsurfing. After that, the researcher was tried to find related theory and found a theory of language style by (Joos 1967) that divided language style into five and stated in starting the conversation with stranger formal style is the most appropriate (Joos 1967). In doing this research, the researcher used qualitative research. It focuses on producing descriptive data in the form of words written or spoken of the person. Descriptive data is data which exist in written words or utterance from someone that is going to analyze. Descriptive qualitative is applied to analyze the language style used by adult in a social media Couchsurfing.

3.2. Object of the Research

The object of the research is very essential in the research in order to get the result scientifically. The researcher must be smart to decide the object which is used in this research. In this research, the object is the language style that used by young adult in a social media Couchsurfing. It is a popular social media for traveling lovers. Couchsurfing main aim is to let the members to find a place to stay for free by asking another member to be a host in the place that wants to

visit. Couchsurfing is a global social media where the members are from all over the world. It makes the English language as the most language used (Liu 2012). Those are some reasons that make Couchsurfing is researchable. In Couchsurfing, most of the members are in the average age of 28 (Liu 2012). Adult consists of three parts, they are: young-adult with age range 19-35, middle aged-adult with age range 36-55, and older-adult with age range 56-75 (Petry 2001). Based on division of the adult, the researcher limits only the young-adult. The message period that the researcher used is between January 2016 to November 2017.

3.3. Method of Collecting Data

In the process of collecting and selecting the data, the researcher applies observational method. The technique used is participatory technique (Sudaryanto 2015) because the researcher participates in a social media Couchsurfing. Here are some procedures which the researcher did in collecting the data:

1. Joined as a Couchsurfing member (The researcher already joined as a Couchsurfing member since 2012).
2. Second, the researcher set personal profile in a social media Couchsurfing that show the researcher is able to host another member.
3. The researcher joined a Couchsurfing Batam community.
4. Read all the messages that received from other members in a social media Couchsurfing.
5. Selected the messages based on age limitation that is young adult with age range 19-35.

6. Classified the data into casual and intimate language styles.

3.4. Method of Analyzing Data

In analyzing the data, the researcher uses pragmatic identity method with dividing key-factors technique (Sudaryanto 2015). It is because the data that the researcher analyzed are in form of utterance. The researcher described and decided is it casual or intimate language style that Couchsurfing members used in starting a conversation based on (Joos 1967) theory about language style. Here are several steps which the researcher did in analyzing the data:

1. After classified the data into casual and intimate language styles, the researcher analyzes the messages in order to make a description of the usage of casual and intimate language style that used in .
2. Find out what is the reason of choosing casual and intimate language styles.

3.5. Method of Presenting Research Result

In presenting the research result, the researcher applies informal method that proposed (Sudaryanto 2015) the result of this research will be presented in verbal language, it means the research result will be shown by using words and sentences.