

CHAPTER III

RESEARCH METHODOLOGY

The researcher used some methods to conduct the research. Those are research design, object of the research, method of collecting data, method of analyzing data and method of presenting research result.

3.1 Research Design

Research design is the conceptual and methodology used in conducting the analysis. It helps to limit the analysis of the subject. According to Creswell (2003:18) described the research design into three types; they are quantitative research, qualitative research, and mixed research. In this research, the writer uses qualitative method. Qualitative research is method that is used to measure the quality of the data regarding to the problem of the research. Moreover qualitative method means that the writer of this thesis will explain the result of the analysis in the form of words, and sentences since the result is not numeral data. Qualitative method is taken due to this thesis is discussing a literary work, so there is no variable or number to be conducted in statistical procedures.

According to Creswell (2003:18) state that qualitative research method is one inquirer often make knowledge claims based primarily on constructivist perspectives (the multiple meanings of individual experiences, meaning socially and historically constructed, with an intent of developing a theory or pattern) or advocacy/ participatory perspectives (political, issue-oriented, collaborative, or

Change oriented) or both. It also uses strategies of inquiry such as narratives, phenomenology, ethnographies, grounded theory studies, or case studies. The researcher collects open-ended, emerging data with the primary intent of developing themes from the data. Based on the Creswell's statement, the researcher concluded that the qualitative research method is applied in describing and understanding the social and cultural phenomenon from the views of participant in human life or the writer focus on describing the main issue which is analyzed in the literary itself.

3.2 Object of the Research

The object of this reasearch is about the jargon that used in PT Racer Technology Batam. for this research, the researcher population and sample.

3.2.1 Population and Sample

Population is all of research object that consist of concrete or abstract things, events, or phenomenon that become data resources and has specific characteristic.(Sukandarrumidi, 2004:47). Population of the research are whole email that have in PT Racer Technology Batam. Sample is part of population that has the same characteristic of research object(Sukandarrumidi, 2004:50). Technique of sampling is divided into two; random sampling and non-random sampling.

Sample of the research used non- random sampling that was porpositive sampling.purpositive sampling is simple that is chosen ordely and relevant with research design. The researcher chooses sample based on data that have been

known before. It means that choosing sample of data based on the purposes of the research. This research the researcher took 50 data of population from all population. From the data of population that the researcher got, the researcher took 20 samples as the samples of the research. Then the researcher chose the sample based on data that was suitable with purposes of the research.

3.3 Method of Collecting Data

Method of collecting data is an action of the researcher to get data needed in the research. Collecting of data is important of the research. It is because without data, the research will not ever happen. Collecting of data must be paid attention more to support the successful research. In collecting the data, the writer applies non-participant observational method (Sudaryanto 1993;14), in which the writer applies the transferring technique to transfer the data to another data and to book. After that, the writer chooses several data as sample that may represent the whole data gathered. Here, the researcher do some procedures to collect the data. They are as:

1. The researcher reads email at PT Racer Technology Batam
2. The researcher takes the important thing that have in email that related to the topic
3. The researcher transfer the data email to another data which related to the topic.
4. The writer identifies the jargon that related to the topic

5. The researcher going to the library to find out anything that can support the theory and the analysis for the research
6. The writer also used internet to support the data analysis

3.4 Method of Analyzing Data

The researcher is discovering the data from the email. In analyzing the data, the writer applies pragmatic identity method. Pragmatic identity method is used in analyzing the intensify of the use of the language (Sudaryanto 1993:14). After collecting the data and choosing several utterances as sample, the data are then classified into types of jargon based on theory that proposed by Allan and Burridge (2006:56). Then the researcher classifies the data according to each type and identifies the meaning of jargon that occurs in email. Here some steps are done by researcher for analyzing the data. They are as follows:

1. The Researcher is coming to start analyzing the data by interpreting it and classify the data based on the topic.
2. The Researcher is marking the jargons that have in email at PT Racer Technology Batam
3. The researcher choosing the jargons based on its source and form
4. The researcher Classifying the form of jargons.
5. The researcher analysis data based on theory that related to sociolinguistic analysis
6. Analyzing the jargons based on form systematically and also the meaning of jargons.

7. The writer then make conclusion as the result of the analysis data.

3.5 Method of Presenting Research Result

Method of presenting research result is how the writer presenting the result of research analysis. There are two types how the writer presenting the data analysis namely formal and informal. In data analysis formal, the writer presenting research result in form of tables, and then the informal refers to the writer presenting research result in form of words.

In this research, the researcher use informal data analysis by qualitative and descriptive research method for presenting research result. Qualitative research method means in making this thesis the report analysis in form of words, statements, or paragraph and descriptive research method means in presenting research result the writer report the analysis by descriptively.