

CHAPTER III

RESEARCH METHODOLOGY

Conducting research requires a structured methodology to ensure the validity and reliability of the study. This chapter outlines the research design, data collection methods, data analysis techniques, and the approach used to present the findings. By employing a qualitative research method, this study aims to examine and categorize linguistic elements in social media, providing a detailed and descriptive analysis. The following sections elaborate on the methodology applied in this study, ensuring a systematic and comprehensive approach to addressing the research objectives.

3.1 Research Design

This study used qualitative research methodology, which involves examining the significance of individuals or groups in relation to a human problem, as stated by (Court & Abbas, 2022). According to (Okoko et al., 2023) qualitative research relies on words and statements as data, in contrast to quantitative research that focuses on numerical data. (Pasque & Alexander, 2023) stated the analysis process in qualitative research is done by describing and categorizing. As for the outcomes of qualitative research, (Okoko et al., 2023) said the findings of qualitative research methodology is a descriptive narrative essay.

This study will use the qualitative research method to analyze data by extracting and categorizing words from social media. The process of sorting and categorizing will be employed to analyze the data, and the findings will be presented in written form.

3.2 Object of the Research

Social media refers to online platforms and applications that allow users to create, share, and interact with content while connecting with others. WhatsApp is a popular messaging app that enables users to send text messages, voice messages, images, videos, and make voice or video calls. It relies on internet data rather than traditional SMS or phone minutes, making it convenient for personal and group communication. Instagram, on the other hand, is a platform for sharing photos and videos. Users can post content, share stories that disappear after 24 hours, and engage with others through likes, comments, and direct messages. It's widely used for personal expression, business promotion, and influencer marketing.

3.3 Method of Collecting Data

The methodology used in the study is based on the observational method and non-participatory technique, following the methodology proposed by (Sudaryanto, 2015). In this study, the researcher acted as an observer rather than a participant, with a focus on finding each word in social media.

To collect the words for data, the researcher took several methods. First, find the word in social media. This involved sorting and analyzing specific statements that were relevant to the researcher's topic. Moreover, they collected information from dialogues and proceeded to identify and categorize the relevant issues. Finally, the researcher documented their analysis, transforming the collected data into more coherent and comprehensible forms.

3.4 Method of Analyzing the Data

The study used words as the data, which were also included in the method referential identity. The research applied the writing method by (Sudaryanto, 2015) to examine the data. Sociolinguistics, which relates to the context meaning, was used for data analysis. The following steps were undertaken during the data analysis process: firstly, shorting the speaker's words recognized as slang. Second, applying the theory by (Allan & Burridge, 2006) to analyze the slang functions in social media.

3.5 Method of Presenting Research Result

The final stage of the research involves analyzing the data and presenting the findings. According to (Sudaryanto, 2015) verbalizing the study's findings can be done using an informal approach. In this investigation, the researcher used the informal method developed by (Sudaryanto, 2015). Consequently, the chosen topic will be presented in sentences descriptively, allowing the reader to easily comprehend the selected issue and its corresponding results.