CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the methodology of the study related to research design, research object, research instrument, data collection, and data analysis.

3.1 Research Design

Research design is the researcher’s plan that specify how data should be collected and analysed. Ary et. Al (2010 : 426) defines that research design is the researcher’s plan of how to proceed to gain and understanding of some group or some phenomenon in its context. In line with this concepts, the researcher needed design analysis to hold the research. In conducting a research, Ary et. Al (2010:22) classifies research design into two broad categories; quantitative and qualitative research.

Quantitative research uses objective measurement and statistical analysis of numeric data to understand and explain phenomena. In contrast, qualitative research focuses on understanding social phenomena from the perspective of the human participants in the study. Qualitative research is descriptive that the written results of the research contain quotations from the data to illustrated and substantiate the presentation (Bogdan and Biklen, 2003: 5).

In this research, the researcher used descriptive qualitative research design. According to Ary et. al. (2010: 29), qualitative study is used to know about a phenomenon by concentrating on the total picture rather than classifying it into
variables. In this research, the phenomenon is language used by digital immigrant and digital native in Facebook update status. The researcher used descriptive qualitative research design in order to know about the language used by digital immigrant and digital native in Facebook update status.

3.2 Research Object

The research object of this study was a Facebook update status. In this research, the researcher does not want to generalize the result of language used in other social media. This subject was observed are the users of social media in Facebook. The researcher focus on update status from digital immigrant and digital native used in Facebook.

3.3 Research Instrument

The research instrument is needed to collect data from sources in this study. According to Biddix (2009: 2) instrument is the generic term that researchers use for a measurement device, such as questionnaire, survey, test, etc. In this research, the research used primary instrument and secondary instrument. The primary instrument was researcher himself while the secondary instrument was document.

3.3.1 Researcher

In qualitative research, the primary instrument used to collect the data is the researcher himself (Ary, 2010: 421). In addition, Hatch (2002: 7) emphasizes that human ability is necessary to understand of object being studied. He also
states that even when other instrument include filed notes, observation, document, etc are used to support qualitative work, the data take on no significance until they are processed using human intelligence of the researcher. It means that human is the main instrument to conduct a research. Based on those statements above, the researcher considers himself as the primary instrument in this study because he serves determining focus of study, selecting information as data source, collecting data, analysing data, and drawing a conclusion based on data analysis. Collecting data to get the result, the researcher still needs the other instrument aid as the secondary instrument called document.

3.3.2 Document Analysis

According to Ary et. al (2010:442), document is to wide a range of written, physical, and visual materials including artifacts. The examples of documents such as, textbooks, novels, journals, meeting minutes, logs, announcements, policy statements, newspapers, transcript, birth certificates, marriage records, budgets, letters, e-mail messages, photographs, audiotapes, videotapes, computer images, websites, musical performance, televised political speeches, YouTube videos, virtual world settings, etc.

3.3.3 Categories of Document

According to Ary et. al. (2010: 442), documents can be classified into four categories, they are public records, personal documents, physical materials, and researcher-generated documents. The description of four documents categories are as follows:
a. Public records

Public records refer to the document that issued by institution or government in the fields of education, social, culture or others. The examples of public records are students transcripts, students handbooks, congressional record, federal reports, agency reports, and so on.

b. Personal documents

Personal documents are documents that written by the first-person. It usually is in the form of narratives. Personal documents include such items as diaries, letters, home videos, scrapbooks, and more. This document refers to the sources of information about individual’s beliefs and perspectives.

c. Physical materials

Physical materials are documents that include many objects, such as equipment, paintings, photographs, and other physical traces.

d. Researcher-generated documents

Researcher-generated documents refer to the documents that prepared by the researcher or for the researcher by participants. For example, when generating the documents to learn more about situation or person, the researcher might request that someone keep a diary or log of activities during the course of the investigation.
In connecting with the description above, the researcher decides that the personal document is employed in this study. Hence, the document used is Facebook update status. Additionally, the document intended to be used investigate the language used by digital immigrant and digital native in Facebook update status.

3.4 Data Collection

The procedures of collecting data in this study were as follows:

1. Collecting the digital natives and digital immigrants update status.
2. Choosing the digital natives and digital immigrants update status.
3. Printing out the digital natives and digital immigrants update status.
4. Reading all Facebook update status carefully.

3.5 Data Analysis

To analysis the data of this study, the researcher used some procedures, those are:

1. Reviewing the data that had been collected from Facebook update status.
2. Selecting the data concerning with the purpose of the study.
3. Reducing the data was rechecked again and some invalid data was deleted which do not belong to update status digital immigrant and digital native.
4. Drawing the conclusion of research finding.