CHAPTER III

RESEARCH DESIGN

In this chapter, the writer wants to describe the methodology of this research. It deals with the research design, population and sample, research instrument, and data collection and analysis.

3.1 Research Design

Based on Ary, et.al. (2010), research design is the researcher’s plan on how to proceed and gain an understanding of some groups of some phenomenon in its context. In this study, the writer uses the qualitative research design and tries to obtain the variety of Baper expression that found in LINE. This study uses descriptive qualitative research, because it describes the phenomena of the variety of Baper expression and classification based on emotion that is found in LINE.

Ary, et.al. state (2010: 423-424) that one of the major characteristics of qualitative research is descriptive. It deals with the data that are in the form of words or pictures rather than numbers and statistics. According to Sauro (2015), there are five types of qualitative methods, such as: ethnography, narrative, phenomenological, grounded theory, and case study. In this research use phenomenological study. It is when the research want to describe an event, activity, or phenomenon use qualitative method. Phenomenological study use combination methods, such as: interviews, reading documents, watching videos and etc. In addtion, phenomenological study conduct a lot of interviews, between 5 and 25 for common themes.
In qualitative research, data is in the form of quotes from documents, and interviews. Those are used to present the findings of the study.

### 3.2 Population and Sample

In this research, the writer uses population and sample. Population is large group where making generalization of subject and object in which has certain quantity and characteristic (Ary, et.al.: 2010). For the research, the population is set by the researcher to learn and then drawn a conclusions. The population of this research is status that appear in researcher’s timeline in LINE. The status can be appeared in a form of picture, videos, or sentence that the user post.

For obtaining the data, the researcher takes sample from population. It is caused by the impossibility of doing research in all data. Researcher makes generalization the data from sample. Sample is small group of population that is used to representative the entire group (Ary, et.al.: 2010). For this study, researcher takes sample only official account’s status in LINE, such as: Raja Ngakak, Tumbler and Prestigeholics. The whole status that is presented by the official account in researcher’s timeline will be the sample of this research. The status should be in the form of sentence, picture or mix picture with sentence but the status not contains advertisement or business.

For gaining the data, in this study the researcher uses purposive sampling. Purposive sampling is one of major forms of nonprobability sampling. In addition, it is selected based on characteristics of population and the objective of the study. Purposive sampling is also known as judgmental, selective or subjective sampling. Using purposive sampling is expected to help the researcher in conducting the
study, because the sample is selected by the researcher. The sample should give contribution in information for solving the problem. It can be conclude that researcher decided the sample based on needs.

3.3 Data Collection

Data refers to the materials that the writer collected. In collecting the data, the researcher not only collected the references concerning with the study, but also collected the data through field notes based on interview and the documentation.

3.3.1 Technique and Instrument

This section discussed about technique and instruments. They are used in order to collect the data in the research. In other words, they are as the “tools” that available for collecting the data. There are two instruments applied in this research.

The first, document analysis. It was constructed in order to solve the first research problem. The document is status or post that shared by the owner of official account in LINE. Document analysis is a research method applied to written or visual materials for the purposes of identifying specified characteristics of the material (Ary, et. al.: 2010). In analyzing and interpreting the data can be done through document analysis. In this research, the researcher takes the document from LINE application in Android. The researcher lists the Baper expression that is found in timeline of LINE from the official account post. To get the validity, the data here is taken by using screen shoot on LINE. By collecting the screen shoot from the LINE, the
researcher knows the variety of Baper expression and the classification based on emotions.

Moreover, for answering the second research problem, unstructured interview was used to triangulate the data also for classifying the Baper expression. An unstructured interview is an interview in which conversational type of interview in which the question arise from the situation. It can be interpreted the questions are not prearranged, allowing for spontaneity and for questions to develop during the course of interview. The interview follows the extent to which the questions to be asked are developed prior to the interview. It is sometimes described as a conversation with purpose. The purpose of doing the unstructured interview in this research are for validating the data also for gaining the information about the classification of Baper expression based on the emotion.

The question prepared referred to the research problems that have been mentioned in Chapter 1. The interviewee that is selected in this interview are the people who learn about language, has similar age, and understand also experience of Baper moment.

Based on the statement above, this research used document analysis and unstructured interviews for gaining the data. In addition, took notes and recorded the interview are used in interview section.
3.3.2 Procedure

In conducting and arranging this research, it deals with the observation and interview relevant to the research subject to collect the references. The procedures of data collection were as follows:

1. Listing the criteria of Baper expression.

2. Choosing the Baper expression that is find in the timeline of LINE application for Android with the following of date, month and year that the writer gives.

3. Collecting the Baper expression that been found in the timeline of LINE application.

4. Confirming the data with the validation team by doing interview for asking if the data is include in the Baper expression or not.

5. Classifying the data based on the emotion.

3.4 Data Analysis

Data analysis is a process whereby researcher systematically search and arrange their data in order to increase their understanding of the data and to enable the to present what they learned to others (Ary, et.al. 2010: 480-481). The important step in research activity is analyzing the data. The purpose of data analysis is to analyze and to interpret the data into meaningful information. Based on the research problems, the procedures of the data analysis were:

a. Collecting Baper expressions from researcher’s timeline of LINE;

b. Reducing Baper expressions with peer researcher;
c. Discussing the Baper expressions with advisor;

d. Validating the data with five interviewee;

e. Reducing the data that is not important;

f. Drawing conclusion based on the result of the analysis.