CHAPTER III
RESEARCH METHOD

3.1 Research Design

The term research design refers to the stages employed by the researcher when conducting the research. This supported by Mukherjee (2017) stating that research design is support to know the problem happened in the research such as what, when, what, where, how, etc. which are inquires for a research study.

Moreover, there are two general approaches of research design. There are Quantitative and Qualitative approach. According to Rahi (2017), quantitative research is an approach which is focused on fresh data collection depend on the problem. It is typically works on objective and measure through the research to describe the data and interpret the data. Qualitative research is an approach to collect the data on a particular topic in detail such as this approach takes a single person represents the group feelings and emotions of a person as a data. It is typically used by the interpretive.

Therefore, in this present research the researcher uses descriptive qualitative research because the data being analyzed were in the form of written and spoken words rather than number.

3.2 Research Subject

Subject is the key to get information on the research. According to Lodico et.al (2006:266) stated that the subject of the research will be able to provide the core of the important information for the study and based on the types of question asked.
In this research, the subject has been chosen by certain purpose such as the subject want to learn about English slang used by people which is popular in this period and based on the characteristics of slang itself. After choosing the subject on a Instagram, the researcher found Dennis a Celebgram of Instagram to be the subject of research. The considerations that make the subjects chosen are:

1. These subject is English teacher
2. These subject is famous (Celebgram)
3. These subject is explain more about popular slang word

The researcher focused on study of slang word which are used by Dennis a Celebgram of Instagram. Dennis comes from America who is teaching English language in Indonesia since 2013 until now. Nowadays, Dennis has eight branches of English courses and spread on Indonesia www.englishtodayguruku.com. His characteristic in teaching English language is fun and expressive. It makes the learner excited, entertained, and motivated to learning English. His Instagram account is @guruku_mr.d. Dennis also trying to analyze the English language used in Indonesia people. Dennis more interested on the language used by teenagers to socializing on Instagram or English Slang is mostly use and appear on Instagram. The subject of this research will be Dennis as English teacher on his Instagram account which has been observed by the writer to identify the types of slang word.

3.3 Research Instrument

The researcher is the key instrument of the study to analyze the slang word. The researcher is a tool to collecting the data. According to Ary (2010), in
In qualitative research, the main instrument in data collection is the researcher. Beginning to observation, interview, or document analysis.

In this study, the researcher is collecting the data by using document analysis and human instrument.

### 3.3.1 Document Analysis

According to Ary (2010), document analysis is the instrument that is formed by written, oral, and visual and the purpose is identify the material. This research conducts document analysis, because it needs to select the data about slang words used by Dennis on Instagram, to explain the meaning of that slang used, and to identify and classify the slang words into the types of slang. To get the validity, the data has been taken by writing a spoken words by Dennis and screenshots a posting video on his Instagram. By collecting the data, the research gets slang words, the meaning of slang words, and the types of slang.

### 3.3.2 Human Instrument

According to Ary (2010), the main instrument of qualitative research is human instrument. The researcher is the important thing to give some personal or professional information about him or herself that might be relevant to the research. A complex analysis of the methodology is imperative so that the readers or learners of the report be able to understand about the content. The researcher must to achieve the conclusions of the research and be able to agree or disagree with those conclusions.
3.4 Data Collection Procedure

Data collection is important to determine the result of the study. The research procedure to collect the data are:

A. Watching a Posting Video by Dennis on Instagram

The writer watching a posting video on Dennis Instagram and the writer also tries to understand the content of the video which is written or spoken.

B. Noted The Slang Word in Posting Video by Dennis on Instagram

If the writer found the slang words in the video, it will need take a note. The writer is taking a note to collect the slang word on the video and underlining to make easier to getting the next step.

C. Validity

After giving some underlines in the slang word founded in the video, the writer will collect it. The writer will write all the slang words founded into the paper or worksheet. And match it with the result of the expert to get the validity.

D. Classification Types of Slang Word

The final task is classification. The writer will be grouping the slang word based on the types. After that, the writer gives explanation to report the data.

3.5 Data Analysis

According to Ngulube (2015), data analysis is important method in the qualitative research which is help the researcher to knowing their qualitative data.

After the data is collected, the writer then analyzing it based on the research questions. The writer will interpret the result of the analyzing to make the conclusion. In short steps, in analyzing data are:
1. Identifying the English slang used by Dennis a Celebgram of Instagram.

2. Listing of data which is contain an English slang.

3. Validating the result of data analysis by using internet and journal electronic of English slang.

4. Drawing out the conclusion based on the result of data analysis. In this section, the researcher analysis the findings based on the table and each table represents the findings.

5. Analyzing the types of English slang and the meaning of English slang used by Dennis a Celebgram of Instagram to draw a conclusion.

6. Validating the result to expert which is based on Yule (2006) theory about the types of English slang.

At the least, the writer makes a conclusion of English slangs word used by Dennis a Celebgram on his Instagram account.