CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the research method which is employed in this research, including: Research Design, Research Object, Research Instrument, Data Collection, and Data Analysis.

3.1 Research Design

Research design is defined as a structural plan which is applied for a research. Research design contains with the way to do research and answer the research question (Ary, 2010). Research design involves the plan of researcher in order to process the research data which is aimed to get the comprehension among phenomenon’s group based on its. Furthermore, research design is a decision which is taken by researcher on procedures and methods in gaining and analyzing the required information of the research. There are several research design stated by Ary (2010:24) which are historical research, experimental research, ex post facto, and descriptive research.

First is Historical research. This research is to analyze documents and artifacts to get the information in the past. The second is Experimental research. Experimental research covers manipulation variable that is analyzed systematically to gain the effect between one to another variable The third is namely ex post factor research. This research is similar with experimental research but there is no manipulation in the data analysis which is located in the independent variable. According to the explanation, the kind of design in this
research is descriptive, because this kind of design is focusing on the phenomena status and deciding the nature circumstances when this research is conducted. The current status of this subject is language variation found on Instagram caption. Furthermore, Ary (2010) explained that the design of research is applied to comprehend certain phenomena based on the total picture collected than separate the total picture into several variables.

There are five groups in qualitative methods. Those are Ethnography, Narrative, Grounded theory, Case study, and phenomenological. Creswell (2002:42) stated that ethnography method is a kind of design developed from sociology and anthropology aimed to which comes (2002) as cited in Riesman (2008), narrative constructs series of researchers studies in a person or more to explain their live stories Third is grounded theory, which is arranged to advance certain theory of the phenomena in society depend on its field (Ary, 2010) Furthermore, grounded theory is a kind of method that presents systematic direction in collecting, combining, arranging, analyzing, and conceptualizing the data in order to compose a theory. Fourth is a case study. A case study involves a deep understanding through several types of data sources, especially evaluation in which the researcher can develop analysis of case, program, event, activity, and process (Creswell, 2002). The last is phenomenological. In this phenomenological research, Creswell (2002) as cited in Giorgi (2009) the researcher described about the understanding of phenomenon by participant environments.

As the explained above, phenomenological qualitative research is applied, in order to investigate the phenomenon of language variation found on Anya
Geraldine *instagram* caption. The design describes the procedures for conducting the study, including when, from whom and what condition data will be obtained. The purpose of this chapter is to provide the most valid, accurate answer possible to the research question.

### 3.2 Research Object

The research object is focused on language variation found on Anya Geraldine *instagram* caption. The researcher chooses this topic because language is always in a state of change. Each time.

### 3.3 Research Instrument

According to Ary (2010), research instrument has two types: primary and secondary instrument. Primary instrument is the researcher themselves in gathering and analyzing the data, while secondary instrument is used to collect the data which is in the form of interviews, observations, and document analysis.

In this research, the researcher uses the *instagram* caption as the secondary instrument because the researcher needs to collect, analyze, and acquire the information from the *instagram* caption.

#### 3.3.1 Primary Instrument

Primary instrument is used when the researcher uses themselves for collecting data in qualitative research (Ary, 2010). Based on the statement, the researcher uses themselves as the essential instrument in this study because the
researcher can be deciding the focus of this research, choosing information as data source, collecting data, analyzing data, then drawing conclusion based on data analysis. In collecting the data, the researcher requires document as secondary instrument.

3.3.2 Secondary Instrument

The researcher uses documents to get understanding of the phenomena under the research (Ary, 2010). The examples of documents are novels, journals, records, budgets, letters, e-mail message, youtube video, etc (Ary, 2010:442). Therefore, this research is applied document analysis.

3.3.2.1 Document Analysis

Document analysis is defined as a method of research that is used in visual or written materials aimed to classify its (Ary, 2010). Specifically, general thoughts, subject or and idea were found and utilized as the premise of getting speculations. This instrument is conducted to select and identify the data about language variation on Anya Geraldine’s Instagram caption. The document analysis focuses on the Anya Geraldine Instagram caption. To get the validity, the data taken by using screen capture on Instagram and the researcher get the data of language variation on caption Instagram.

3.4 Data Collection

Data collection is a process of gathering or collecting needful data information, while the process of analyzing the collected data and also finding out useful information, suggestion conclusion, and supporting decision-making is
covering in the data analysis. So, this section discussed all about the activities is dealing with collecting and analyzing the data. Furthermore, document analysis employed in this research to identify the language variation found on Instagram caption. The procedures of collecting and analysis the data are explain below.

### 3.4.1 Data Collection

In collecting the data, the research employs documentation method from social media especially on Instagram. It means that the data were taken from Instagram user is using a language variation on her caption. Moreover, several photos which contained language variation on caption will be captured as screenshot. Then, the screenshot of Instagram photos will be printed. After that the data which used language variation on caption Instagram will be identified. In collecting the data, the researcher was taking a note in order to make easier in classifying the categories of language variation. The data are collected through some techniques as follow:

1. The first step is determining on Anya Geraldine’s Instagram with the caption that use language variation appear 69 days (22 December 2017 – 4 April 2018).
2. The second step is classifying the categories of language variation on Anya Geraldine’s Instagram along 68 days
3.5 Data Analysis

According to Ary (2010) data analysis is often the same as data collection which the data are searched for and arranged in order to know the comprehension about what we have been investigated. Additionally, the analyzed data is taken from the Instagram’s caption of research object in the form of screen capture. The data are analyzed by the following steps:

1. Classifying the categories of language variation found on Anya Geraldine’s Instagram caption by selecting the language variation.
2. Identifying and finding language variation data used on caption Instagram by Anya Geraldine.