CHAPTER III

RESEARCH METHOD

This chapter describes the research design, research object, data collection, research instrument, and data analysis.

3.1 Research Design

A research design is an arrangement of parameters for data collecting and analysis that seeks to balance procedural economics with relevance to the study purpose (Kothari, 2004). This research uses a qualitative research design which is used due to the object used, which is to describe the slang language found in the English version of the comic "True Beauty" webtoon. According to Creswell, (2017) investigating and comprehending the meaning that individuals or groups assign to a social human problem is possible through qualitative research.

The purpose of this study is to find out the types and meanings of slang words in the webtoon "True Beauty". With this research design, valid data and appropriate results can be obtained by using qualitative descriptive research.

3.2 Research Object

The object of this research is a webtoon-based comic with the English version of "True Beauty". This study examines the types and meanings of slang words found on objects in comics. In this research, the character *Lim Jugyeong* as the "pretty girl" in the Yaongyi English version webtoon "True Beauty" is used as an object by examining slang language in dialogue in 1 - 8 episodes because these episodes tell the story of the beginning of Lim Jugyeong's changes before becoming

a pretty girl who had an ugly face and bullied. Until she struggles to change herself to have a beautiful charm and a new school where no one knows her true face, and her life is just beginning.

The object of slang words taken by the researcher in the dialogue English version webtoon "True Beauty" from the character *Lim Jugyeong,* because *Lim Jugyeong* uses slang more often in his conversations with other teenagers. So, by using the *Lim Jugyeong* character, it will be easier for the researcher to get data on slang words.

3.3 Research Instrument

The instrument used in this study was the researcher itself analyzing slang words in the comic "True Beauty" webtoon. In qualitative research, the researcher is the main tool for acquiring data. In qualitative research, approaches like observation, document analysis, surveys, and experiments are utilized to gather data (Jacobs, 2010).

Document analysis was used in this study to analyze written data to determine the characteristics of the data studied used by the character *Lim Jugyeong* in the webtoon "True Beauty". This research is used to find out the meaning used and classify slang according to the type of slang.

3.4 Data Collection

The collection of data used in this research is document analysis. The data was taken by the researcher from Webcomic in the dialogue of *Lim Jugyeong's* character in the webtoon "True Beauty" for 85 episodes. When conducting research,

qualitative data collection techniques are used to gather descriptive data. Sarwono, (2006) states that this type of data can take the form of categorized symptoms or other forms like photos, documents, artifacts, and field notes.

The procedure used by the researcher is as follows:

1. Reading "True Beauty" comic on webtoon

   The researcher examined every teenager's dialogue in the webtoon "True Beauty" comic and made an effort to identify the slang phrases used there.

2. Collecting the data about slang language

   Slang terms discovered in webtoons are the subject of data collection by the researcher.

3. Taking notes about the type and meaning of slang language

   Note words that are included in slang language and classify them according to their type and meaning.

3.5 Data Analysis

Data analysis is a technique for organizing, comparing, and identifying similarities and differences in data that is ready for analysis. The processes involved in qualitative data analysis are ongoing and interactive until completion, so the data is saturated (Sugiyono, 2016).

The data analysis used by the researcher is as follows:

1. Identifying data

In the first step, the researcher identifies the data by finding slang words in the data being analyzed.

2. Analyzing the data with theory

   Researchers analyzed the data based on the type and meaning of slang theory.

3. Validating the data

   Validating results to experts based on Allan and Burridges' concept of slang types and Geoffrey Leech's theory of meaning types. Validating data is validated by a reiter who has the criteria of someone who is an expert in sociolinguistics.

4. Making conclusion

   The final step is to make conclusions from all the analysis data that has been found. The researcher assesses the results and determines the final result of the research problem.