

CHAPTER III

RESEARCH METHOD

This chapter discussed the methodology that researchers employed to conduct the research. The research encompassed aspects such as research design, subjects, data sources, data collection, and data analysis.

3.1 Research Design

The researcher used a qualitative design for analyzing the data. Qualitative research aimed to comprehend an essential topic or issue (Creswell, 2002, in Marheni et al., 2022). This was the most acceptable approach to investigating the research. This approach contributed to a detailed definition of language styles. Using this design, research findings might change as the investigation progresses. This enabled researcher to adjust their technique based on preliminary findings or new challenges discovered during the analysis.

Descriptive study referred to an expression in writing of the object under investigation in its original condition, as observed through direct research. The data obtained were not numerical but rather derived from interviews, field notes, personal documents, memo notes, and other files (Vania et al., 2023). The method was relevant because the data were studied in an explanatory way, rather than counting specific numbers.

3.2 Research Object

The object of this research was Eric Nam in the Dive Studio YouTube Podcast. This study aimed to identify a variety of language styles indicated by the object in this podcast. Eric Nam debuted as a musician in 2013, continued to be a

television show MC, and is currently the host of his own show, the "Dive Studio" podcast. Therefore, researchers attempted to find out the dominant language style Eric Nam used in his podcast to attract Kpopers to watch his channel.

The specific object in this study was the podcast transcript. This interview featured a talk between Eric Nam and numerous guests from Asian countries who were not native speakers. The three videos chosen by the researcher to analyze were titled: 1. Raisa takes Eric Nam behind-the-scenes of her life and collab with Sam Kim | DAEBAK SHOW S1 eps (138) with duration 57:59; 2. Stray Kids' Bang Chan and Felix Catch Up with Eric Nam | DAEBAK SHOW S2 eps (1) with duration 30:57; 3. GISELLE of aespa on Finding Her Passion Again | DAEBAK SHOW S3 eps (20) with duration 54:25.

3.3 Data Source

Data was essential in the research. Qualitative research data could be gathered through numerous methods, including documentation, interviews, and observations (Creswell, 2014, in Pahriani and Anisya, 2023). For this study, the data source used dialogue from three episodes from each season of the "Daebak Show" program on the YouTube Podcast Dive Studio.

Based on the previous study by Pahriani and Anisya (2023) entitled "AN ANALYSIS OF LANGUAGE STYLE IN DIVE STUDIO PODCAST," around six random episodes from various programs on the Dive Studio Podcast were used. However, in this study, the researcher selected episodes closer to the program "Daebak Show" to be more specific for analyzing Eric Nam.

3.4 Data Collection

This research utilized research instruments and procedures to collect relevant data. These can be further clarified as follows:

3.4.1 Research Instrument

According to Hancock (1998) in Purba et al. (2021), an instrument is a tool used to gather data. In this research, the primary instrument was the researcher itself, serving to gather, classify, process, and evaluate text-based data. Researchers actively searched for information, solved problems, and analyzed various language styles of Eric Nam in the Dive Studio Podcast.

The second non-human instrument was the podcast's dialogues or script, as the data source was video-based. The researcher relied on observations. For analysis of Eric Nam's podcast, the researcher required a script and a laptop or computer. This research aimed to identify the types and preferences of language styles used by Eric Nam in the Dive Studio Podcast.

3.4.2 Procedures for Collecting Data

Data for this research was collected using document analysis. According to Sugiyono (2008) in Hutauruk et al. (2022), documentation, whether written or photographed, can be used to gather information. The researcher determined the data using Martin Joos' perceptions of the five meanings of language style. The processes for determining the data were as follows:

1. Selected 3 videos from each season of Eric Nam's interviews on YouTube's "Daebak Show" programs.

2. Matched the script that has been downloaded from toastyAi and the podcast video.
3. Identified whether or not the podcast dialogue script contained criteria for language style.
4. Classified scripts according to the types of language styles, of which there are 5 types according to Martin Joos' theory.

3.5 Data Analysis

Data analysis was the process of collecting, arranging, analyzing, and interpreting data in order to identify useful information, make decisions, and detect patterns. According to Sugiyono (2013) in Hutauruk et al. (2022), data analysis involved the systematic accumulation and organization of information gathered through observations, interviews, and other forms of documentation. The researcher conducted the following data analysis: Identified Eric Nam's language style using transcript analysis.

1. Classified conversations according to the structure of language styles based on Martin Joos' theory in table.

No	Episode & season	Utterance	Minute	Language Style

2. Calculated the many type of language style seen in the podcast using Martin Joos' theory.

No.	Type of Language Style	Data Analysis
1.	Frozen Style	
2.	Formal Style	
3.	Casual Style	
4.	Consultative style	
5.	Intimate Style	
	TOTAL:	

3. Identified Eric Nam's dominant or preferred of the language style used.
4. Drew conclusions based on analyzed data.

Researchers used ChatGPT AI tools to improve the depth and efficiency of their data analysis, which can be used to recognize language usage patterns and classify linguistic elements like formality, style, and tone. With the use of AI, researchers were able to swiftly examine the distribution and frequency of various linguistic idioms, providing a more complex knowledge of conversational dynamics. example of the question that researchers ask in ChatGPT such as:

1. "Please provide me with a thorough analysis of Martin Joos' theory of linguistic style."
2. " 'Okay breathe Eric it'll be fine, that's gonna be okay it's gonna be a good show don't worry why are you stressing out 'what language style in this word based on martin joos theory?'"

The data were validated by a senior English lecturer holding a master degree in English Language and specializing in English linguistics and applied linguistics.