

CHAPTER III

RESEARCH METHOD

In this chapter, the researcher discusses the methodology used in this study to analyze speech act. The aspects included are research design, research objects, research instruments, data collection, data analysis.

3.1 Research Design

The research design specifies how the researcher will work and conduct the study. Creswell, (2014) asserts that research designs are study plans and processes associated with decisions of categorise from any model and analysis approaches. There are three kinds of research designs used in conducting research: quantitative, qualitative, and mixed methods. Creswell, (2014) states that qualitative research is typically written in narrative form by a more interpretive researcher, contain a lot of writing, and include direct quotes from participants. Interviews, documents such as journals and newspapers, observations, and audiovisual materials such as videos and audio are common sources of data.

Qualitative methods are used to consider people's trust, training, manner, performance, and cooperation. It propagates non-numeric data (Pathak et al., 2013). In Addition, descriptive qualitative research is used in this study to reveal as it is from the data collected regarding the results or conclusions of this study. So, in this study, researchers produce research results in the form of words because this research describes the reality that has occurred. Descriptive qualitative research aims to categorize the model of promotional strategies.

3.2 Research Object

In this study, the research objects were content posted of English Language education department of the University of Muhammadiyah Malang in the 2022 from January till July 2022. So, the data are content as the object for this research study.

3.3 Data Collection

The data collection procedure refers to the process taken by the researcher to gather the information needed for the research. Sequence procedures must be planned to make it simple for the researcher to acquire data or information (Paltridge & Phakiti, 2015). The data was collected from Instagram.

3.3.1 Technique

In this research, the researcher used the observational or analysis method and used the content, videos, and posters in order to gain the data for types that being used.

3.3.2 Research instruments

The research instrument is used to collect data. The research instrument is a tool to gain research-relevant information (Birmingham & Wilkinson, 2003). According to Ary, D., Jacobs, L. C., & Sorensen, (2010), the most prevalent data collection methodologies used in qualitative research are interviews, document, and observation or artifact analysis. Then, for this study, document analysis is the most relevant data collection instrument.

3.3.3 Procedure

The following steps were taken to collect the data:

1. Observe the content was posted to make the first step.
2. Analysis and classify the content that used on content posted be categorized.

3.4 Data analysis

Data analysis refers to the process of analyzing and organizing the collected data. Following data collection, this research would give some steps for data analysis as follows:

1. Reviewing the collected data.
2. Identifying the content act delivered by eled.
3. Classifying the content act found in eled's instagram.
4. Write the conclusion based on the result.

