CHAPTER III

RESEARCH METHOD

This part tells about how the researcher to collect the data and analyzed this study. This study include of research design, data collection, data and data source, instruments, techniques of data collection.
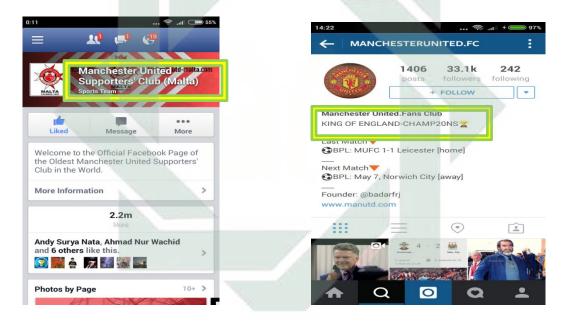
3.1 Reseach Design

Research design is the specific procedures involved in the research process, including data collection, data analysis, and report writing (W John. 2012). To answer the research problem the researcher used descriptive approach. The data were taken from social media of Facebook and Instagram, which focused on utterances, word, sentences, and phrase. In addition, in the descriptive approach not need the statistic approach to analyze the data. The researcher analyzed about the politeness strategy and focus on negative politeness.

The purpose of the research is to get the systematic description because the data and the result of this research are descriptive. Thus, by knowing the kinds of negative politeness strategy, the researcher found the expressing uncertainty based on the actual event in the social media. Furthermore, the word has been interpreted as the researcher knowledge.

3.2 Data and Data source

The researcher used the kinds of data sources. The data sources in this research taken from social media, which consists of Facebook and Instagram. The researcher used the "Manchester United Supporter's Club" it called (Malta) as

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data source. This was the official Facebook page of the oldest Manchester United Supporter's Club in the world, and from then till now this Facebook page is the most up to date with the news of the club. Next, the researcher used Instagram of "Manchester united.Fans Club". The name is "The king of England Champ20ns". This Instagram pages used to share the activities of players consists of photo-sharing, video-sharing, and social networking service that share in Manchester United Instagram. Fans Club the king of England Champ20ns, and for the follower from this Instagram page has been 33.1 k followers.

Picture 1   Picture 2

Picture 3.1 Kinds of social media (1.Facebook, 2.Instagram)

3.2   Instruments

The instrument of this research is the researcher himself. Because he has been the one who can manage and lead the process from the data collection and data analysis. The data were taken from Facebook, Instargram. The researcher

used smartphone to screen capture the comments from Facebook and Instagram. All activities have been done by using personal computer and office software.

3.4 Data Collection

The data in this research were taken from the utterances which consist of words, phrase and sentences that expressed by the users of Facebook and Instagram, especially, for the Manchester United Fans clubs that contained of negative politeness strategies. The researcher applied several procedures to collect the data.

1. First, the researcher toke several comments from Facebook, Instagram and it is started to take the data from first April to the end of April and it is randomly.

2. Second, the researcher captured all of the comments from Facebook and Instagram by using smartphone.

3. Then, the researcher transcribed all of the utterances from smartphone to computer.

3.3 Data Analysis

After collecting the data, the researcher did several activities to analysis the data. The researcher did several steps:

1. Transcribed the utterances from Facebook and Instagram

The researcher transcribed all the comments from Facebook and Instagram that consist of negative politeness strategies.

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Time      : 11 hours ago from post

Stiofan O Dalaigh      : I see idiot van gaal made an inspired substitution

                         bringing on Darmian, who was on the field 6 mins

                         and 3 goals were scored
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Picture 3.2 The example of transcript from social media

2. Identifying the utterances

To identifying the negative politeness, the researcher used Brown and Levinson (1978) theory to find out the kinds of negative politeness strategies. In this way, the researcher underlined all utterances which include negative politeness with various colors in each kind of negative politeness strategies. Then, the researcher gave a mark in each utterance which is included in negative politeness strategies.

```
Time      : 11 hours ago from post

Stiofan O Dalaigh      : I see idiot van gaal made an inspired substitution

                         bringing on Darmian, who was on the field 6 mins

                         and 3 goals were scored    Be conventionally indirect
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Picture 3.3 The example of identifying data

3. Classifying each kind of negative politeness strategies.

To classify every utterance expressed by the Manchester United Fans based on the negative politeness strategies. In order to make the classification and analysis of the data in this research easier, each utterance is marked by code. The coding of data in this research can be seen through the following ways:

1. Codes for Negative Politeness Strategies

   a. Be conventionally indirect codes by BCI

   b. Question, Hedge codes by QHD

   c. Be pessimistic codes by BPS

   d. Minimize the imposition codes by MNI

   e. Give difference codes by GDF

   f. Apologizing codes by APG

   g. Impersonalize speaker and hearer codes by ISH

   h. State the FTA as general rule codes by SFG

   i. Nominalizing codes by NMZ

   j. Go on record as incurring a debt codes by GRI

2. Codes for social media

   a. Facebook codes by FB

   b. Instagram codes by IG

| Time | : 11 hours ago from post |
| Stiofan O Dalaigh | : I see idiot van gaal made an inspired substitution bringing on Darmian, who was on the field 6 mins and 3 goals were scored |

BCI/1/FB

Picture 3.4 The example of identifying of data

The researcher classified the total number of each kind of negative politeness strategies, the factor influence the choose of the strategies and the researcher also applies it in the percentage by using this formula:

$$\text{Percentage of each kind: } \frac{x}{y} \text{ X } 100 \text{ \%}$$

x: the frequency of each kind of apology strategies and social factor

y: the total number of frequency

NO	Code	Data	Frequency	Percentage
1	BCI	OO6/1/IG, 005/1/FB	16	21.6%
2	QHD	009/4/FB	4	5.4%
3	BPS	42/7/IG, 97/17/FB, 114/21/IG	30	40.5%
4	MNI			
5	GDF			
6	APG			
7	ISH			
8	SFG			
9	NMZ			
10	GRI			
	Total		63	100%

3.5 The example table percentage of determining the data

Factors		Data	Frequency
Pay off		33, 54	2
Relevant circumstance	Power		
	Distance		
	Ranking		

3.6 The example table percentage of determining the factor

4. Interpreting the data

In this research, the researcher made interpretation of the data of utterances which contain of negative politeness strategies. The reason is to found out the impact which to reveal in using negative politeness strategies that expressed by the Manchester United Fans Club in social media. It represents to answer the research problem no. 2

5. Drawing the conclusion

After analyzed the data based on the theory on Brown and Levinson, the researcher drew the conclusion from the result of analysis in kinds of negative politeness strategies.