CHAPTER III

METHOD OF THE STUDY

This chapter explains about research design, data and data sources, technique of data collection, and technique of data analysis.

3.1. Research Design

In this study, the writer tried to discover the Internet language features used by male and female commentators on Ria Ricis' humor vidgrams. In analyzing the features of Internet language, the writer used qualitative methods. Heigham & Croker (2009) said that qualitative research requires collecting primarily textual data and examining it using interpretive analysis. This notion is added by Stake (2010) which mentioned that doing qualitative research relies primarily on human perception and understanding. Also, Neuman (2012) suggested that qualitative research is based more on information expressed in words (descriptions, accounts, opinions, and feelings), alternatively (2014), it can be also based on information expressed in images and objects. This research method then, is appropriate for this study because it will analyze the internet language features in depth-analysis with the data taken in a form of written words, phrases, and symbols, in which the writer used her perception and understanding in interpreting the result.

3.2. Data and Data Sources

The writer used Instagram to collect the comments on humor *video Instagram* (vidgram). Instagram is a mobile photo (and video) capturing and sharing service, quickly emerged as a new medium in spotlight in the recent years. Since its launch in October 2010, it has attracted more than 300 million of Instagram active users, with an average of 70 million photos uploaded daily worldwide, attracting 2.5 billion "likes"(Instagram 2013 as cited in Paramboukis, Skues & Wise, 2016).

Humor vidgrams posted by Ria Ricis in her account, @riaricis1795, is chosen as the data source because its content is mostly about humor which tend to provide a representation on topical issues happening in the society or relating to people's life experience. In this case, the writer wanted to know people's response toward humor content, in the form of video in particular. As stated by Ross (1998) that response is an important factor in counting something as humor.

@riaricis1795 is an Instagram account of a 22 year-old Indonesian university student, Ria Ricis, who became famous like a celebrity on Instagram or what is known as a *celebgram*, because of her videos on Instagram which is well-known as creative and amusing. Most of her Instagram posts are videos with humor contents or photos with creative meme which are related to current issues or common things happened in the society. The video recently lasts for 1 minute, while the former only lasted for 30 seconds. That short duration made the video-maker more creative in choosing the topic and the content of the video as short as

possible but clearly, concisely, and most importantly attract the attention and amuse the viewers so that the video-maker concerned, can afford to reach more followers in his or her Instagram account. By the time this thesis was written, @riaricis1795 has reached 5,6m followers, and 936 posts. (See Figure 3.1)

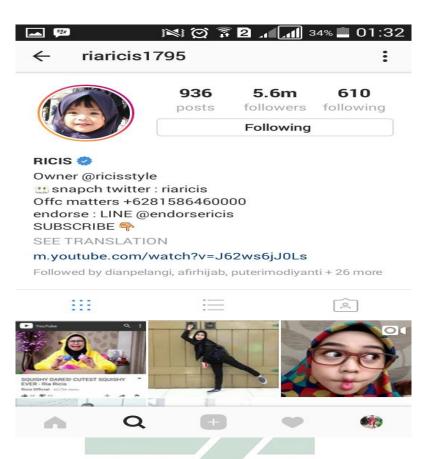


Figure 3.1 Ria Ricis' Instagram account

The writer selected three videos from @riaricis1795 which contain humor content. The selection went on humor vidgrams with the most number of comments which is considered as viral videos among the other posts in her account. The three selected vidgrams are those with the issue/topic 'Kado Ulang Tahun', 'Laki-Laki Yang Sholeh', and 'Nomer Bikin Baper'. However, there are

hundreds or even thousand comments for each post. Each video post may contain number of comments around 300-8300. In dealing with the huge numbers of comments, the writer needed to take some samples. David (2011) assumed that in most study in education, a sample size recommended should embody minimal thirty cases of subjects. Accordingly, the writer determined to take the latest 35 comments by males and 35 comments by females from each 3 *vidgram* posts. Thus, the total data taken is 210. This number has exceeded the minimum number required in unknown population.

Further, the sample taken is based on purposive sampling or judgmental sampling method. According to Neuman (2012), purposive sampling is used in situations in which a researcher uses judgment in selecting cases with a specific purpose. In this case, the writer determined some criteria in selecting data which does not include anonymous user, comments dealing with advertisements, spam links, repeated comments (comments written by the same person) and mentioning comments only @ (e.g., magustiyani @boywilliam17). If these criteria are found, the writer skipped them and head to the other following comments. Besides, in dealing with the gender of commenters, the writer chose the accounts of commenters which contain real personal data to determine the gender (whether it is male or female user) who commented on the post that is by checking the accounts and noticing their profile picture, profile information, and the posts.

3.3. Technique of Data Collection

The writer used Instagram as the main source to collect the data and it has been done through six steps. The first step is by opening Instagram application in mobile phone. Second, typing *riaricis1795* in the search box and when the option of related account is shown, the writer just clicked it. Third, selecting the vidgram posts based on what has been chosen, that carried viral topic or issue marked by the most number of comments by the time this topic was written. They are the vidgrams with the issues about *Kado Ulang Tahun'*, *'Laki-Laki Yang Sholeh'*, and *'Nomer Bikin Baper'* in which the number of comments is around 6586 – 8300 comments for each post. Fourth is opening the comments below the video post. In order to see other previous comments, we need to click the link "view all (number) comments" (see figure 3.2).

Figure 3.2 the screenshot of comments upon Ria Ricis' vidgram post



Fifth, selecting the latest 35 comments by males and 35 comments by females on each post using purposive sampling and taking a screenshot on the comments to keep the original data, since they cannot be copied and pasted. Then, the screenshot comments are saved in the laptop. The comments selected as I have already mentioned in the data and data source above are comments which do not include anonymous user, comments dealing with advertisements, spam links, repeated comments and mentioning comment only that uses symbol @ (e.g. magustiyani @boywilliam17). Sixth, categorizing the comments into two categories based on the gender that is male commenters and female commenters in order to make it easy-analyzable.

3.4. Technique of Data Analysis

After collecting the data, several steps are taken in analyzing the data. First, the writer identified the Internet language features based on Danet (2001) and some additional features coming from word-formation and playful language sound. They are multiple punctuation, eccentric spelling, capital letters, asterisks for emphasis, written-out laughter, music/noise, description of actions, emoticons, abbreviations, rebus writing, clipping, blending, replacement of letters and deletion of letters. When analyzing the data, it does not close the possibility that there will be new features found in the data apart from 14 features of Internet language that the writer already mentioned.

Second, the writer classified the data according to each type of Internet language features by giving coding on each, in order to make it easy to find when the writer needed some of them as the examples of analysis.

Third, the writer tabulated the data into two parts – Internet language features used by males and that by females to display the types of Internet language features occurs in the data.

The last, interpreting the result. The writer compared the findings of Internet language features used by males and those used by female commenters toward humor vidgrams on Instagram.

