CHAPTER III

RESEARCH METHOD

This chapter presents the method of the research for conducting the study. It is written in several discussions. Those are research design, subject of the study, data and data source, research instruments, technique of data collection, and technique of data analysis.

3.1 Research Design

In conducting the study, the researcher used qualitative content analysis design. Qualitative content analysis is the method used to analyzed text data (Hsieh and Shannon, 2005:2). The data that are analyzed can use coding categories which are derived in the text data. Elo and Kyngas (2008) also define that qualitative content analysis is the method that may be used with either qualitative or quantitative data and in inductive or deductive way.

The emphasis in conventional content analysis is on counting/frequency (usually absent from most other methodologies), where researcher would count occurrences of a word, phrase or theme (Hancock, 2007). They would devise very specialized rules for coding (usually of a form that can be used by computers). This approach is suitable when analysing documents e.g. newspaper texts, responses to open-ended question. Additionally, the researcher uses qualitative content analysis to describe and interpret data which is the most proper design to draw inferences toward utterances.

The method for collecting qualitative data include observation, participant observation, interviewing, focus groups and case studies. Observation is the systematic observation, recording, description, analysis and interpretation of people's behavior. This method can be loosely structured or tightly structured with precise coding methods of behavior patterns.

3.2 Subject of the Study

The subject of this study is Facebook users that includes three accounts of college students and three accounts of non-college students. Those six subjects are various incase of background of knowledge. It was applied to know the stance and style in various utterances of Facebook users. The detail of subjects in this study are explaining in the appendix.

3.3 Data and Data Source

The data source that analyzed for this study was taken from Facebook users' status updates. The researcher took 6 accounts of researcher's friends in Facebook who include 3 accounts of college students and 3 accounts of non-college students. Status updates taken by the researcher from Facebook users are the status updates in 2016 which was randomly chosen. The data source that researcher took is from screen picture (laptop) or screenshot (from gadget, e.g. Phone) of Facebook users' status updates.

The data for this research was taken from Facebook users' utterance in their status updates which were considered as stance and style. Stance and style of language in the status updates are the way of the researcher to know how Facebook users construct their identity.

3.4 Research Instruments

Instrument is any device which used to collect the data (Tavakoli, 2012). There are two kinds of instrument that used in this research: human instrument and non-human instrument. The main instrument for this research is human. In other word, the researcher herself becomes an instrument was frequently used to describe the researcher's significant role in collecting and analyzing the data (Polit and Hungler, 2004). In addition, the researcher also uses other supporting instruments (non-human instrument) such as laptop, Wi-Fi, Flash disk, pen, book, mobile phone and others to help in the process of collecting the data.

3.5 Technique of Data Collection

The details of data collection technique can be illustrated as follows:

1. Observing

Observing is the first activity of the researcher. It means that before collecting and analyze the data, the researcher observes the activity of Facebook users. Observation method is the way to collect data by analyzing an object systematically (Arikunto, 1998). Collecting data was taken based on the phenomena that exist in status updates' Facebook users including stance and style. By observing data systematically, the

researcher can identify the different stance and style that Facebook users used in order to constructing identity.

2. Choosing

After observing some Facebook users, the researcher was choosing 3 accounts for college students and 3 accounts for non-college students with the different educational background of each account of Facebook users in order to know the stance and style that they used to represent their identity in social medium. It was chosen because according to the researcher, the most number of users in Facebook actually is teenager with the average of the age is same with the researcher.

3. Screen shooting

Screen shooting is the next step to collect the data. After choosing Facebook users, the researcher takes documentation with screen shoot or print screen status updates of Facebook user. In addition, the researcher also crops the part which shows the stance and style. Therefore, it is just status updates which contain stance and style in constructing their identity.

4. Selecting the data

The data from screen shoot of status updates which showed stance or style were selected by highlighting and adding sign which can indicate the stance or style in order to mark the utterance. The data can be seen like the following example:



Realize your dream then you'll act like a successful man..

Ep Ep

Sadarilah impianmu maka kamu akan mulai melakukan apa yang harus dilakukan oleh orang yang sukses..

.

#akademiangkatanlaut #tni #tniangkatanlaut #jalesvevajayamahe



.cermin adalah teman terbaikku, krn ketika aku menangis ,, dia tdk pernah tertawa.. ☺ ☺ ——(E)

3.6 Technique of Data Analysis

The researcher used the following steps to analyze the data that were sketched in the details below:

1. Identifying the data.

The first step of identifying data is by reading and understanding the status updates of each Facebook user that have been selected as the research sample. Identifying data were done by coding the selected status updates. The coding used abbreviation that indicate what stance that they used or what style that they used in their status updates.

- For analyzing stance: the researcher used abbreviation E for Evaluation, P for Positioning (Ap for Affective Positioning and Ep for Epistemic Positioning) and A for Alignment. The researcher also uses

underline if needed in analyzing the data. One of the examples can be seen as follow:



Miko Permana with Shinta Ameldia Imawan at ♥ Surabaya-Medan.

September 30, 2016 · Instagram · &

Kau sangat berharga, tidak bisa mudah kudapatkan hanya dengan bilang "Aku Mencintaimu". Ya, aku tahu dan sekarang kau sudah tahu bagaimana aku kepadamu (PB)



You're very valuable, can not easily I get just to say "I Love You". Yes, I know and now you know how I unto you (PB) @shintamwn

Figure 3.1 The example of evaluation stance

For analyzing style: the researcher used abbreviation Fz for indicating frozen style, Fr for indicating Formal style, Cns for indicating Consultative style, Cs for indicating Casual style, and I for indicating Intimate style.



Dalam formalisms agama.. Yang berbeda mungkin ada Islam, Kristen, Budhal, Hindu, Konghucu, Zoroaster, Yahudi dll.

Tapi ketika kita masuk lebih dalam ke spiritualitas atau mistisisme..
Semuanya sama tidak ada yang berbeda.. Krn bagaimana pun juga, kita semua menuju akar yang sama..

Yang menjadi perbedaannya adalah ada ORANG BAIK Dan ORANG JAHAT..
Itu saja perbedaannya.. — Fr

Figure. 3.2 The example of formal style

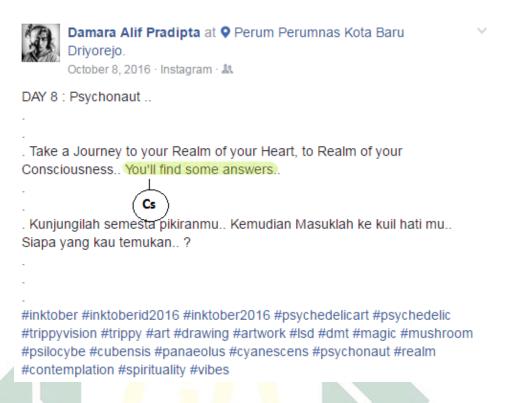


Figure. 3.3 The example of casual style



Figure. 3.4 The example of intimate style

2. Classifying the data

In this step, the researcher determines these status updates based on stance (evaluating, positioning and alignment) and style (frozen, formal, consultative, casual and intimate) that Facebook users used to represent themselves in social medium. Classifying the data can facilitate the researcher to provide the evidences for the reader concerning the kinds of stance and the types of style of language. The classification was sketched in the form of table:

	Stance				Language Style				
In 2016 (randomly)	Е	P Ap Ep		A	Fz	Fr	Cns	Cs	I
College Student 1		•	•						
College Student 2									
College Student 3									
Non-College Student 1									
Non-College Student 2									
Non- College Student 3									

3. Describing and concluding the data.

The next step is describing and explaining the data to infer the meaning, to determine validity and to summarize information in the data. The inferences of the data were related to the data which has been collected. Finally, the researcher drew conclusion based on the that steps that had been explained previously.