### **CHAPTER III**

#### **Research Method**

This chapter deals with the method that the writer applied in this study. It comprises type of research, data sources, data collection and data analysis.

# 3.1 Research design

This study was aimed to gain understanding about the differences between men and women language style in Instagram update and this study was also highly associated with language which has a relationship with society, so this study has been conducted in a descriptive qualitative study. It was supported by Miles and Hubberman (1994) "who state that qualitative study is conducted through an intense work with a field of life situation".

This study observed how men and women are different in language use on Instagram by analyzing their Instagram updates. The qualitative approach was more relevant to conduct this research since the data sources were in the form of texts which are taken from Instagram. Based on Ary et al (2002, p. 425) said:

"The qualitative research inquirer deals with data that are in the form of words, rather than numbers and statistics. The data collected are subject' experience and perspective; the qualitative research attempts to arrive at a rich description of the people, objects, events, places, conversation and so on"

This study used document or content analysis because it observed and analyzed the men and women language style differences and also their purpose in online communication through social networking site. Ary et al (2002 p29) states

that contact analysis focuses on analyzing and interpreting recorded materials to learn about human behavior. So, the writer rewritten the sentences on phrases from the IG updates which belong to online diary and it also can be called recorded material. In this case, the Instagram users were following list of the writer. The data were in the form of word, so this study has been conducted using qualitative approach.

#### 3.2 Data Sources

In this study, the sources of the data was men and women Instagram users taken from writer's following list. The type of the data was the sentences of phrase of the Instagram update found on Instagram which contained language and gender. The writer chose Instagram because now it is the most popular social networking site around the world especially in Indonesia.

In order to conduct this study, the writer has selected participants by using the criteria to get acceptable participants and used typical case sampling. According to Ary et al (2002, p.429), "typical case sampling select units that are considered typical of phenomenon to be studied". So the writer selected most active men and women users on Instagram. Then the writer chose most recent IG updates from each selected user. The writer chose men and women from the writer's following list on Instagram and some Instagram follower from America. The participants were Instagram users and already had Instagram account for more than a year. The writer knew how long the users selected participants were Instagram users selected joint Instagram by checking the time they created

Instagram accounts. The selected participants were the most active Instagram users who wrote IG updates more than five posts Instagram a day. The writer continued taking the data until the writer reached a point of data saturation which occurs when the writer do not find new information (Aryet al.2002)

## 3.3 Technique of Data Collection

The writer took part as the human investigator to gather and analyze the data to conduct this study. The method for collecting the data was document analysis. In order to collect the data, the writer has done the steps as follows:

- 1. Log in Instagram icon with the writer's username and password.
- 2. Choose Instagram users from the writer's follower list. The selected users will be my friend in or follower and following Instagram (American people).
- 3. Choose the most recent Instagram update from each user until the information needed by the writer to answer the research problem fulfilled.
- 4. List all the IG updates from the selected users into men and women users.
- 5. Categorize the IG updates into men and women category.

# 3.4 Technique of data Analysis

The data of this study were taken from written Instagram updates of men and women. The writer used the following step to analyze the data.

 Analyzing written language styles used by men and women in writing their IG updates on Instagram using Haas Theory and then the writer differentiated men and women IG update into two tables, man's table and women's table with four different aspects according to Haas (1979). He investigates that men and women language are different in terms of their form, topic, content and use. The writer used those four aspect in order to seek kinds of men and women language styles used on Instagram and it would be shown in the tables below:

Table Men Language style in writing Instagram Updates

	User	Language Style					
		Form	Topic	Content	Use		
	Y						
Mer	n user 1						
Mer	n user 2						
Mer	ı user						

Table Women Language style in writing Instagram updates

User	Language Style						
	Form	Topic	Content	Use			
Men user 1							
Men user 2							
Men user							

2. Analyzing the influence of language style towards men and women IG updates purposes. The writer analyzed men and women goals through

their IG updates in using the Theory given by Haas (1979) in 'use' aspects that men and women have different goals in communication depend on the situation and contexts and it was supported by Mullac tendencies (1990) that people communicate to each other with several purposes, communication for solving problems, report fact, debate issue, express feeling, express opinions, and develop and maintain rapport. The tendencies given by Mullac has helped the writer to measure how different men and women goals in communication. Then the writer showed the result in the tables below:

Table Men Communication Purposes on Instagram

Communication	Men	Men	Men	Men	Men	Men	Men
Purposes	User 1	User 2	User 3	User 4	User 5	User 6	User7
Solving Problem					4		
Report Fact							
Express Feeling				1/2			
Express Opinion							
Develop and							
Maintain							

# Table women Communication Purposes on Instagram

Communication	Women	Women	Women	Women	Women	Women	Women
Purposes	User 1	User 2	User 3	User 4	User 5	User 6	User7
Solving							
Problem							
Report Fact							
Express Feeling							
Express							
Opinion							
Develop and	6						
Maintain							

## Notes:

- 1. SP (Solving Problem)
- 2. RF (Report Fact)
- 3. DI (Debate Issue)
- 4. EF (Express Feeling)
- 5. EO (Express Opinion)
- 6. DMR (Develop and Maintain Rapport)
- 3. Identifying and discussing in the IG updates which are in the women text and contain gender differences in language use.
- 4. Drawing the conclusion based on the result of the discussion. The writer will conclude the result of the study and find the different of men and women language styles and the goals to be achieved through their IG updates