#### **CHAPTER III**

### RESEARCH METHODS

The research methods chapter explains about research design, population and sample, instruments, data and data sourches, data collection, data analysis, and research time frame.

## 3.1 Research Design

In this study, the approach that is applied by the writer is qualitative approach as a tool of research because it does not deal with numeric data, but descriptive data in the analysis. According to Neuman (2012), qualitative data come in the form of photos, written words, phrases, or symbols describing or representing people, actions, and events in social life. Under the qualitative research, there is the so-called illustrates or anchors a theory with empirical evidence (Neuman, 2012). The preexisting theories are called the empty boxes which have filled out by the writer. These theories or empty boxes are the Internet Language Features by Danet (2001) and Crystal (2006). Thus, the writer thought that this approach was appropriate in this study to figure out the problems which were mentioned in statement of the problem.

## 3.2 Population & Sample

The subjects are all comments in the account that share the product, the name is @fittea. This account followed by more than 10k followers' users of Instagram users. This account manages by someone that domicile at USA. Many responses are come from variety age and country. The writer researched

many comment from male and female account. The writer had known the account male or female see from their profile picture or from their biography or profil on their account.

#### 3.3 Instruments

The instrument of this research was the writer herself. In this case, the writer counted the frequency of type of internet language features by herself, so these seven features can only be calculate manually and directly. The data collected by grouping the comments of those consumer. It was taken from the account that share the product which get the consumer.

#### 3.4 Data and data Sources

The data sources taken from *@fittea* account on Instagram. Instagram is an application on smartphone for Photo-sharing or videa-sharing and it is available for the users to give comments below the photo or video posted. Instagram can access on *www.instagram.com*.

The data are 207 comments by women followers and 53 coments by man followers that use internet language features. The writer got 15 posting and took 250 comments from female and 250 comments from male.

## 3.5 Data Collection

In this study, the writer collected the data from www.instagram.comas main source. Before the writer collected the data, the writer chose one of the account on Instagram, the account name is @fittea. The data of this study were collected through some steps. First, the writer chose one of the accounts

in Instagram and get the sample of conversation in the account that share the product. Second, the writer typed the conversation of the comments include male and female. Finally, the writer classified the comments into two groups; they commented by male and female. Grouping these comment was very helpful for the writer to analyze the data.

## 3.6 Data Analysis

After collecting the data, the writer did several steps in analyzing the data. First, the writer classified each group of data according to the type of internet language features used by male and female online shop, such as multiple punctuation, eccentric spelling, capital letters asterisk for emphasis, written out laughter, music/noise, description of action, emoticons, abbreviations, rebus writing, and ways to expressing emphasis (italic, boldface, etc.). Here, the writer made two tables to separate the internet language features used by male and female online shop in Instagram in order to show the type of internet language features and frequency of each type of internet language features.

In this case, the writer counted the frequency of all type of internet language features by herself. Second, after the writer discovered the total number of features for each type of internet language features, the writer applied each total number of features into percentage by using the following formula:

Percentage of each type= x/y X 100%

x = number of examples for each type of the internet language features

y = number of examples of internet language features

Third, after the writer collect data, she analyzed each type of internet language features based on the related theories. Finally, the writer compared the result of internet language features used by male and those used by female online shop.



# 3.7 Research Time Frame

Activities	Week														
11cm mes	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fixing the	1	1	1	1											
proposal	,	,	,	,			A								
Reviewing			1	1	1	1	1	1	1	<b>√</b>	1	1	1	1	<b>√</b>
literature															
Designing			1		Jan Barrier										
research				1	√	√		√	1	1	1	1	1	$  \sqrt{ }$	√
instruments															
Trying out	K	V	1	√	1										
instruments													, , , ,		
Data			1	1	1	1	1	1	√	1	1	1	√	√	$\sqrt{}$
collections									. /		J				
Data				1	1	1	1	1	√	1	V	1	√	√	√
analysis															
Writing the															
report															