CHAPTER III

METHOD OF THE STUDY

In this chapter, the writer discussed method of the study. It describes research design, instruments, data sources, data collection, and data analysis.

3.1 Research Design

The writer applied descriptive qualitative design since it deals with the language data and its component. Hancock, Ockleford, & Windridge (2007:7) stated that qualitative research is concerned with developing explanation of social phenomena. In addition, it focuses on description and interpretation and might lead to development of new concepts or theory. From the definition of qualitative research of Hancock et al., it can be concluded that qualitative research is focused on reports of data which cannot be adequately expressed numerically, yet descriptively and interpretatively also. So, this study is included into descriptive in which the writer become the main instrument in collecting data, describing data and analyzing the findings to answer the problems of the study. It also was called as qualitative because the writer investigated the data which are words, phrases or sentences related to language function based on Jakobson's theory which are found in Ani Yudhoyono's captions taken from instagram. The writer investigated the data by analyzing and interpreting the data directly so that she stays close to the data as stated by

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Sandelowski (2000:1) that researchers conducting qualitative descriptive studies stay close to their data and to the surface of words and events, qualitative descriptive designs typically are an eclectic but reasonable combination of sampling, data collection, analysis, and re-presentation techniques. In other word, descriptive qualitative research is analyzing the data in which the researchers stay close to their data because the researcher was the main instrument in collecting and analyzing data. In collecting the data, the writer conducted several steps which are selecting the Ani Yudhoyono's photos in 2015, printing the selected photos, underlining the words, phrases or sentences which contain the Jakobson's six language functions, classifying data into the Jakobson's six language functions and analyzing it.

As stated previously, the writer became the main instrument in this present study in collecting and analyzing the data. Before collecting the data, the writer collected the sample. She collected the sample in three steps. First, the writer opened the instagram by using electronic media, namely computer. The writer chose computer because she believes that computer gave a contribution in capturing the photo and caption all at once, so the photo and the caption are clear. Second, she chose Ani Yudhoyono's photos randomly so that there is no particular tendency. Third, the writer captured the photos as well as the captions then she prints it out because it will be easier to be analyzed. It is better than she opens it by using mobile phone and it will be wasting many quotas.
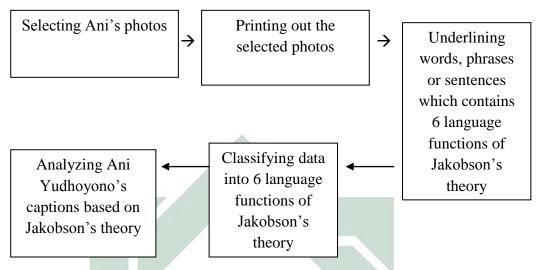
3.2   Instruments

The assessor is the primary instrument for data collection and analysis (*Qualitative and Quantitative*, 2012). The assessor means the researcher in this study. Therefore, the writer is an instrument in this study. It means that the writer is involved in collecting, describing and analyzing the findings.

3.3   Data Source

The data of the research are the words, phrases or sentences which contain six language functions based on the Jakobson's theory. The data source is Ani Yudhoyono's captions which are taken from Ani Yudhoyono's instagram account @*aniyudhoyono* in 2015. The writer chose the photos which are uploaded in 2015 because she believes that when Susilo Bambang Yudhoyono was not being the President of Indonesia, Ani Yudhoyono has more time in uploading photos, videos and writing the captions. In 2015, the number of her post is 600s posts. It is impossible to analyze 600s captions in a month. So, the writer only chose 36 captions as the sample by choosing the photos randomly. She believes that 36 photos are sufficient to conduct this present study.

3.4   Data Collection

The data were collected from Ani Yudhoyono's instagram. All of the data are the words, phrases, even sentences which contain language functions based on the Jakobson's theory as found in Ani Yudhoyono's instagram captions. The necessary steps of collecting the data are as follows:

| Selecting Ani's photos | → | Printing out the selected photos | → | Underlining words, phrases or sentences which contains 6 language functions of Jakobson's theory |

| Analyzing Ani Yudhoyono's captions based on Jakobson's theory | ← | Classifying data into 6 language functions of Jakobson's theory | ← | |

Figure 3.1 Steps of Collecting Data

The writer has five steps in collecting the data. First, selecting the Ani Yudhoyono's photos randomly on April 2016. Second, printing it out directly. Third, underlining the data namely the words, phrases or sentences of Ani Yudhoyono's instagram captions which are containing six language functions based on Jakobson's theory (referential, emotive, conative, phatic, poetic and metalingual function) by using different color of pen so that the writer is easy to classify it into kinds of language function. Fourth, classifying the data which are underlined into kinds of language function based on Jakobson's theory so that the writer is easy to analyze it. Fifth, analyzing the data which are underlined and classified into kinds of language function based on the Jakobson's theory in order to get the answers of the research problems.

3.5 Data Analysis
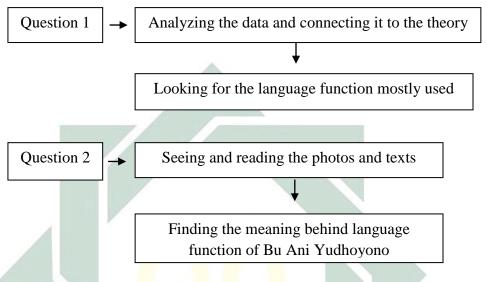
The writer analyzed the data through the following process:

| Question 1 | → | Analyzing the data and connecting it to the theory |

Looking for the language function mostly used

| Question 2 | → | Seeing and reading the photos and texts |

Finding the meaning behind language function of Bu Ani Yudhoyono

Figure 3.2 Steps of Analyzing Data

To find out the kind of language functions which are used by Ani Yudhoyono on instagram captions, firstly, the writer analyzed it carefully by connecting the data with the theory of Jakobson that is introduced six functions, such as referential, emotive or expressive, conative or directive, phatic, metalingual and poetic function. Secondly, she described or explained the data which are classified into six language functions based on the Jakobson's theory. Thirdly, she was looking for the language function mostly used on Ani Yudhoyono's instagram captions. To answer the question number two, the writer analyzed more detail by seeing and reading the text and its context of Ani Yudhoyono's instagram captions to get what actually the meaning behind language function of Bu Ani Yudhoyono.