

CHAPTER III

RESEARCH METHODOLOGY

This chapter will seek to explain the theories related to the study. The sections contained in this chapter include the theory of the research method, research setting, research subject, instruments and data collection technique, research data validity, data analysis technique, and research ethical consideration.

A. Research Method

Research is an activity that is carried out systematically to collect, process, and conclude data using certain methods to find answers to a problem. Research methods are needed when researchers conduct or compose a study. According to Sugiyono, the research method is a scientific way to obtain data with a specific purpose and use. The purpose of the scientific method is that research activities are based on scientific characteristics; rational, empirical, and systematic. Rational means are reasonable, according to human reasoning. Empirical means that it can be observed with the human senses. Systematic means using a certain logical process.¹ Creswell found several types of research approaches, namely quantitative, qualitative, and mixed methods.²

In this research, the researcher uses a qualitative approach. The aim of using a qualitative approach is to seek a deep understanding of a phenomenon, fact, or reality.³ Following the phenomenon that is currently happening, most young people use the *code-mixing* speech method, i.e Indonesian and English (slang), this speaking style method was originally only used by young people in big cities, but over time and the development of social media, in fact, it is also practiced by young people in various regions. Therefore, the researcher examines various forms of slang that can be used by young people as a tool to enrich vocabulary through the "kampunginggrism" Instagram account. In this case, the

¹ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (Bandung: Alfabeta, 2015), 2.

² John W. Creswell, *Research Design Qualitative, Quantitative, and Mixed Methods Approaches 4th ed* (USA: SAGE Publications, 2013), 5.

³ Jozef R. Raco, *Metode Penelitian Kualitatif: Jenis, Karakteristik, dan Keunggulannya* (Jakarta: GRASINDO, 2010), 1-2.

researcher uses descriptive qualitative to analyze, interpret, and collect data.

The qualitative descriptive method is used to display the results of the data. The qualitative descriptive is not always by analyzing the causes and effects of something to understand something specifically and to deepen understanding of something learned. The purpose of descriptive research is to describe a phenomenon and its characteristics, generally, this research is more concerned with what events occur, not the reasons or causes of the events that occur.⁴ In this research, the researcher can not find the variables, but only focused on understanding and describing in depth the phenomena in the form of words. The researcher does not carry out research only on mass data, but also through the application of systematic procedures to find answers to questions. Furthermore, the results of the data will be analyzed, and explained descriptively the phenomena that occur in detail based on the word formation process and the function of slang theory.

For this type of research, the researcher uses library research. Library research is research in which the data or materials needed to complete the research come from the library in the form of books, encyclopedias, dictionaries, journals, documents, magazines, and so on.⁵ In this research, the researcher used books, dictionaries, online journals, and documents. Documents can be in the form of writing, pictures, or monumental works of a person. Documents in the form of writing, for example, diaries, life histories, stories, biographies, regulations, and policies. Documents in the form of images such as photographs, live images, sketches, etc. While documents in the form of works are works of art that can be in the form of pictures, sculptures, films, and others.⁶

⁴ Hossein Nassaji, "Qualitative and Descriptive Research: Data type versus data analysis," *Language Teaching Research* 19, no. 2 (2015) : 129, <http://dx.doi.org/10.1177/1362168815572747>

⁵ Nursapia Harahap, "Penelitian Kepustakaan," *Jurnal Iqra'* 08, no. 01 (2014) : 68, <https://media.neliti.com/media/publications/196955-ID-penelitian-kepustakaan.pdf>

⁶ Sugiyono, *Metode Penelitian Kualitatif* (Bandung: Alfabeta, 2017), 124.

B. Research Setting

The research was conducted online on the Instagram platform starting from April 2023 to completion.

C. Research Subject

In this research, the researcher uses secondary data sources. The Secondary data is a data source that does not directly provide data to data collectors.⁷ Secondary data sources can also be said to be primary data supporting sources that refer to books, documents, scientific papers, and supporting sources. These data include:

1. Instagram account [@kampunggrism](https://www.instagram.com/kampunggrism) (<https://instagram.com/kampunggrism?igshid=YmMyMTA2M2Y=>)
2. George Yule, 2010. *The Study of Language Fourth Edition*. USA: Cambridge University Press.
3. George L. Brook, 1979. *Varieties of English 2nd ed*. London: The Macmillan Press LTD.

D. Instrument and Data Collection Technique

According to Sugiyono, in qualitative research, the instrument or research tool is the researcher himself. As an instrument, the researcher must also be validated for his understanding of qualitative research methods, mastery of insight into the field studied, and how far the researcher is ready to carry out further research. As a human instrument, the researcher has the task of determining the research focus, selecting informants as data sources, collecting data, assessing data quality, analyzing data, interpreting data, and making conclusions on research results.⁸

Next is the technique of data collection. Data collection techniques are strategic ways or steps to collect and obtain research data. According to Raco research data can be in the form of text, photos, numbers, stories, pictures, and artifacts.⁹ There are various ways that researcher can do in collecting data

⁷ Sugiyono, *Metode Penelitian Kualitatif* (Bandung: Alfabeta, 2017), 137.

⁸ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, 222.

⁹ Jozef R. Raco, *Metode Penelitian Kualitatif: Jenis, Karakteristik, dan Keunggulannya*, 108.

including observation, interviews, documentation, or a combination of various methods (triangulation).¹⁰ In this research, researcher used observation and documentation techniques to collect data.

Several steps were taken by the researcher in carrying out the data collection technique, namely:

1. Observation

The researcher chose an Instagram account for an English course which provided a lot of slang word formation vocabulary which is usually used by people who follow the trend of “*anak jaksel*” and can be used to increase vocabulary. Then, the researcher chose an Instagram account @kampunginggrism

(<https://instagram.com/kampunggrism?igshid=YmMyMTA2M2Y=>). The reason to chose the Instagram account is that the team creator provide a variety of materials that are very simple and not long-winded so that it is easy for other users or followers to understand. On their Instagram account, the team creator often and even post new feeds every day, whether it's in the form of reels, instagram stories, and post pictures related to something that is currently happening and accompanied by vocabulary related to that thing. Apart from the Instagram platform, @kampunginggrism is also active on the Telegram platform. However, the Telegram account is more used for quizzes, including song quizzes that can be used to practice listening skills and grammar quizzes that can be used to learn to improve TOEFL and so on. After determining which Instagram account will be the object of research, the next step for the researcher is to observe and pay attention to the contents of the feed on the @kampunginggrism Instagram account, then the researcher takes posts or reels that contain *slang* or *trends* “*anak jaksel*” on their appearance.

2. Documentation

After finding several selected posts, the researcher chose on the instagram account @kampunginggrism, then the researcher saves them on a personal Instagram account

¹⁰ Jozef R. Raco, *Metode Penelitian Kualitatif: Jenis, Karakteristik, dan Keunggulannya*, 111.

first, then took a screenshots of the posts contained writing slang or “anak jaksel” trend that have been selected earlier. From these posts, the researcher began to group them into slang word formation categories according to the provisions of each type of word formation.

E. Research Data Validity

Validity is the degree of accuracy between the data that occurs on the research object and the power that can be reported by the researcher. Thus, valid data is data that is the same as the data reported by the researcher and the data that occurs on the research object. If the researcher makes a report that is not suitable with the object, then the data is declared invalid.¹¹ Creswell argues that validity is one of the strengths of qualitative research which is based on determining whether the findings are accurate from the point of view of the researcher, participant, or reader of a report.¹²

In verifying the validity of the data, qualitative research methods use different terminology from quantitative research. The validity of the data in this research uses the concept of triangulation to ensure there are no errors. The researcher use source triangulation to validate data because this research uses descriptive content analysis. Source triangulation to test the credibility of the data is carried out by checking the data that has been obtained through the source.¹³ In this research, researcher use access in the form of several data source such as the journal, books, internet, and supporting information. The supporting information for example, data is obtained from the content of posts about slang on the @kampunggrism instagram account then check again using an online or offline slang dictionary.

F. Data Analysis Technique

Data analysis is the process of searching and systematically compiling data that has been obtained from

¹¹ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, 267

¹² John W. Creswell, *Research Design Qualitative, Quantitative, and Mixed Methods Approaches 3th ed* (USA: SAGE Publications, 2009), 156.

¹³ Sugiyono, *Metode Penelitian Kualitatif*, (Bandung: Alfabeta, 2017),

interviews, field notes, and documentation, by grouping data according to a category, describing it in units, synthesizing, compiling it into patterns, choosing which ones are important and what will be learned, and making conclusions so that it is easily understood by oneself and others.¹⁴ In conducting data analysis, the researcher carries out a systematic arrangement of data or information collected based on observational records, interviews, documents, and others by way of classifying, comparing, and searching for relationships between data. According to Bungin, there are two things to do in qualitative data analysis; (1) analyzing the occurrence of a social phenomenon and obtain a complete description of the process, (2) analyzing the meaning behind the information, data, and process of a social phenomenon.¹⁵

Data analysis techniques used by the researcher are as follows:

1. Content Analysis

The researcher uses content analysis techniques because in this study using library research where the data sources used are from or in the form of books, documents, journals, or other forms of literature.

The steps taken in conducting content analysis are as follows:¹⁶

- a. Formulate research questions
- b. Select media or data sources that are relevant to answering the problem formulation
- c. Perform data collection techniques on predetermined data sources
- d. Look for operational definitions that can explain the texts
- e. Create categories used in the analysis
- f. Collect data of a sample document that has been selected and coding (data coding), then clarifying the contents of the summary

¹⁴ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, 244.

¹⁵ Rahmadi, *Pengantar Metodologi Penelitian* (Banjarmasin: Antasari Press, 2011), 93-95.

¹⁶ Gusti Yasser Arafat, "Membongkar Isi Pesan dan Media dengan Content Analysis," *Jurnal Alhadharah* 17, no. 33 (2018) : 39. <http://dx.doi.org/10.18592/alhadharah.v17i33.2370>

- g. Create scales and items according to criteria, frequency (appearance/appearance), and intensity for data collection
- h. Interpret/interpret the data obtained based on the theory used.

In this case, the researcher uses this content analysis to be able to understand the content or contents of the @kampuninggrism Instagram account regarding the forms of slang word formation that are applied to the content created.

2. Descriptive Analysis

Descriptive analysis aims to transform raw data into a form that is easier to understand in the form of more concise information. The descriptive method is used to describe the data collected without intending to make general conclusions and generalizations. The descriptive research in this research is used to understand the content of posts on the @kampuninggrism Instagram account. In the sense that after paying attention to several posts related to slang and understanding the types of slang word formation in the book "The Study of Language" by George Yule, the researcher then describes all of these understandings and reveals the meanings of the slang terms contained in the Instagram account as well as expressing the benefits of using slang words for someone to enrich vocabulary.

G. Research Etichal Consideration

This research analyzes the various forms of slang word formation and the meaning of each slang word found on the Instagram account @kampuninggrism itself and the positive benefits or influences that we can derive from the "*anak jaksel*" phenomenon or trend. Before conducting the research, of course, the researcher had asked permission online from the Kampuninggrism admin via Direct Message (DM) on a personal Instagram account. No one else was directly involved during the research, apart from the researcher himself and the thesis supervisor.