CHAPTER III

RESEARCH METHODOLOGY

This chapter provides the method used in this study and is organized into four sections: type of research, data collection, data source, and data analysis. Each of them is outlined in turn.

3.1 Type of Research

This study was a descriptive qualitative research. According to Isaac and Michael (1971, in Powell, 1997), descriptive is a method describing an actual linguistic condition systematically and accurately. Moreover, this study belonged to qualitative research because it was developed by words, not number.

3.2 Data Collection

This study employed pragmatic approaches relying solely on the analysis of document. Guba and Lincoln (1985, in Klimes, 2009) define document as any written or recorded material. Accordingly, document is not prepared for the purposes of the evaluation or at the request of the inquirer. From that statement, it can be inferred that document is a material that has already existed or recorded. The examples of document are newspaper archives, diaries, portfolios, photographs, poetry,

scrapbooks, etc. In this study, the document was blog comments posted by Indonesian bloggers in the largest Indonesian online community.

3.3. Data Source

The researcher used purposive sampling method to determine the samples (blog comments). Patton (1990) stated that purposive sampling is used to select the sample respondents based on certain characteristics or criteria. In this study, the researcher used the term 'data source' to replace the term 'sample respondents' since they were in the form of document.

The data source in this study were 200 comments taken from 10 most commented posts about computer and technology in the *best blogs* in the largest Indonesian online community. In that online community, those categorized as *best blogs* are those having five-star rating or excellent. Moreover, since there were many blog posts having no comment at all, the posts with more than 10 comments are said to be most commented. Considering that every post taken has more than 20 comments, 20 comments from each of it were deemed to be representative and adequate to be analyzed.

Meanwhile, the researcher chose the posts about computer and technology due to the consideration that they were the most commented. The largest Indonesian online community was selected as the source of the targeted blogs since the bloggers are Indonesian. For information, the bloggers have different educational background,

occupation, sex, and age. Another consideration was that it has so many active members so that they can actively get involved with one another.

3.4 Data Analysis

Data analysis is an important action on how the gathered data are analyzed to achieve the aim of the research. Glense and Peshkin (1992, in Alwasilah 2003: 166) stated that data analysis is

> the process of organizing and storing the data in light of your increasingly sophisticated judgments, that is, of the meaning finding interpretations that you are learning to make about the shape of your study.

There were several steps conducted after collecting the sufficient data through the source mentioned. Those steps are outlined below.

3.4.1 Identifying English Address Terms in Indonesian Blog Comments

200 comments in the 10 selected posts were identified to find English address terms used by the Indonesian bloggers. The following table is drawn to give the example of how the researcher analyzed the data. Thus, there are only several comments and English address terms presented.

Table 3.1 The English Address Terms in Indonesian Blog Comments

No.	Comments	English Address Terms
1.	**Bro** mau tanya neh, knp ya kalau kirim file dari komputer ke bb via bluetoth selalu ga bisa ya	Bro
2.	Waw keren nih **sist** 😵 anak2 indonesia (termasuk ane 🐵) sudah harus berinovasi dalam teknologi seperti ini 👍 btw yg post #3 iri tuh kaga bisa plertamax 🐸	Sist
3.	Ane bantu rate aja ya **boss**	Boss
4.	Ternyata anak indonesia gga kalah hebatnya ya, mkasi ya **sweetie** infonya 🇮🇩🐘🇮🇩	Sweetie
5.	Prok prok.. thanks **mastah** 😊	Mastah

3.4.2 Classifying English Address Terms Based on Their Types

The English address terms that have been found in blog comments were then classified based on the types of address terms. The following table is the example of the analysis.

32

Table 3.2 Types of English Address Terms in Indonesian Blog Comments

No.	English Address Terms	Types of Address terms
1.	Bro	Kinship term
2.	Sist	Kinship term
3.	Boss	Title (Title of Position)
4.	Sweetie	Terms of endearment
5.	Mastah	Title (Respectful Term)

3.4.3 Investigating English Address Terms That Are Used Metaphorically By Indonesian Bloggers

The next step of analyzing the data was investigating the metaphorical use of address terms among the bloggers. It was accomplished by comparing their usage with their literal meaning based on *Collins Cobuild English Language Dictionary.*

3.4.4 Discovering the Deviation of Metaphorical Use of Address Terms

After investigating what English address terms are used metaphorically by Indonesian bloggers, the researcher then discovered the deviation of metaphorical use of address terms. In doing so, the theory proposed by Li (2006) was adopted. Those deviations are (1) the use of human address in terms of addressing animals, (2) the intentional misuse of the conventional address terms between people, (3) the newly

33

created address terms, (4) the use of address terms in other situations which are distinct in their syntax and are obviously not used as addressing somebody but as expressions of surprise. The table below presents the example of the analysis.

Table 3.3 The Deviation of Metaphorical Use of English Address Terms

No.	English Address Terms	Deviation of Metaphorical Use
1.	Bro	The intentional misuse of the conventional address terms between people.
2.	Sist	The intentional misuse of the conventional address terms between people.
3.	Boss	The intentional misuse of the conventional address terms between people.
4.	Mastah	The intentional misuse of the conventional address terms between people.
5.	Sweetie	The intentional misuse of the conventional address terms between people.

Finally, the researcher descriptively interpreted the result, explained the findings and presented the discussion. These will be included in Chapter IV.