Research Method

The research employs a qualitative method for data collection, relying on information gathered from textual sources rather than numerical data. This means that qualitative research allows researchers to go deeply into human mind, attitudes, and emotions, providing a thorough exploration of complex phenomena. According to Creswell (2018), Qualitative research involves an investigative approach rooted in a particular methodological tradition that aims to comprehend social or human problems. Qualitative research consists of a set of interpretive practices that includes material that make the world can be seen and is an activity that put us on an environment (Denzin & Lincoln, 2001). The present research only focused on verbal texts, ignoring the visuals. Verbal text can be more accessible across various cultures and contexts. Verbal text also provides a degree of precision and clarity that may be difficult to obtain with other types of data, allowing researchers to communicate detailed information and complex ideas (Krippendorff, 2018).

The chosen data source for this research is a video game titled Grand Theft Auto IV (2008). Grand Theft Auto IV (2008) is a crime-themed open-world adventure action game developed by Rockstar North which follows the adventure of Niko Bellic. The game takes place in a fictional city named Liberty City which is based on New York City. There are many reasons why the game is used for this research. Other than the popularity of the game itself, there are a lot of things that are being represented from the real life that are projected into the world of the game, such as the interpretation of many actual locations and buildings in real world. Culturally the game also represented various amount of non-playable characters (NPCs) that have built into many communities living inside the world.

In Grand Theft Auto IV (2008), there are several side non-playable characters (NPCs) that spoke Jamaican Patois or Rastafarian English. The most notable ones are Teafore Maxwell-Davies, known as Real Badman, and Jacob Hughes, known as Little Jacob who speaks Rastafarian English. Little Jacob is one of the side characters that appears and plays a role in the story of Grand Theft Auto IV (2008).

He is a Jamaican arms dealer that has a close friendship with Roman Bellic, the cousin of the main character of the game, Niko Bellic. The first time Little Jacob was introduced to the player was during a mission titled "Jamaican Heat", where Roman Bellic, the main character's cousin, asked Niko Bellic to pick up Little Jacob and assist him.

The YouTube channel that provides the video as one of the data sources is named "whatever57010", an Israelian YouTuber that mainly focuses making contents on Grand Theft Auto franchise. The particular video that will be used is titled "Jacob Hughes (Little Jacob)", a video published at May 7, 2013. The 24-minute-video focuses on showing many scenarios when the main character having a hang out session with "Little" Jacob Hughes. After all the lines from Little Jacob have been collected, the lines from different contexts will be identified and separated based on context to be further analyzed. The data that has been collected are analyzed in line with the research questions. The language features that will be analyzed is the phonological features.

The data are in the forms of the transcription of conversations that the main character, Niko Bellic will have with Little Jacob during the playthrough of the game and additionally texts and audio transcript from YouTube. After the script lines from "Little" Jacob Hughes has been collected, the data will be divided into several groups, which can consist of the vowel system and the consonant system.

To answer the second question, a text analysis is used to examine the culture representation through the lines that Little Jacob has uttered. The mannerism from "Little" Jacob Hughes was also observed in the playthrough to match the initial hypothetical assumption of the real life Jamaican that reside in the New York City, as Liberty City takes the inspiration from the actual city. The phonological features will be analyzed by the help of "Dictionary of Jamaican English" published by Cassidy and Le Page (2002). The analysis also provided a comparison of phonetics transcription between Rastafarian English and the Standard English according to the International Phonetic Alphabet (IPA) for American English. The American

English Chart is chosen to be the Standard English in this study is because geographically, Jamaica and United States are not too far away from each other, and Grand Theft Auto IV (2008) took places in Liberty City, a recreation of New York.