

CHAPTER III

RESEARCH METHODOLOGY

Introduction

This chapter contains the research design, data collection, and data analysis of this research. The chapter provides the reasons behind the use of qualitative research, the steps of data collection, and how the data were analyzed.

3.1. Research Design

This research aims to discover the generic structure, lexico-grammatical features, and social functions of Atta Halilintar and Ria Ricis' promotional captions on Instagram. The research method which was used to conduct this research was qualitative. Qualitative was used because this research analyzed qualitative privative documents, guided by some frameworks. To analyze the generic structure and of the promotional captions, this research used the frameworks from Gerot and Wignell's *Making Sense of Functional Grammar* (1995). Furthermore, Halliday's transitivity analysis (2014) was used to analyze the lexico-grammatical features of each text type found in Atta Halilintar and Ria Ricis' promotional captions. This research used some frameworks and theories because qualitative research needs to be guided by conceptual frameworks (Croker, 2009). The interpretation should not be separated from theories, backgrounds, and contexts (Creswell, 2009).

Qualitative needs deeper analysis, interpretation, and exploration in order to find certain patterns or to get rich understanding of the whole research context (Croker, 2009). This research involved detailed analysis of generic structure, lexico-grammatical features, and social functions of the promotional captions. The results included the patterns of the promotional captions, the obligatory and optional elements of each text type that appeared inside the promotional captions,

the lexico-grammatical features of those promotional captions, and the list of products and services that Atta Halilintar and Ria Ricis promoted.

Qualitative might use various data collection methods, but the primary data is textual (Croker, 2009). The data of this research was textual, since it was taken from written promotional captions that belong to qualitative private documents. Meanwhile, the numerical data was only used to show the frequency of products and services that Atta Halilintar and Ria Ricis promoted and the number of patterns found in those 100 promotional captions.

3.2. Data Collection

As stated in the research design, this research examined how two participants, Atta Halilintar and Ria Ricis, wrote promotional captions on Instagram. There were fifty random promotional captions taken from Atta Halilintar's Instagram account while other fifty promotional captions were taken from Ria Ricis' Instagram account. The length of promotional captions in both Atta Halilintar and Ria Ricis' Instagram accounts were short. Meanwhile, this research was intended to find the patterns of promotional captions. Thus, small amounts of data might not be enough. However, if the amount of data is more than 100, it might reach data saturation point. Therefore, 50 promotional captions were taken from each Instagram account.

Promotional captions are qualitative documents that belong to private documents. Examples of private documents are personal journals, diaries, letters, e-mails, and other documents that contain the writer's personal thoughts (Creswell, 2009). Promotional caption is considered to be private qualitative documents because it contains the writers' personal thoughts. It is similar to diaries, personal journals, personal letters, and other types of personal works.

In qualitative research, it is suggested that the researcher collects purposefully selected documents (Creswell, 2009). Thus, this research selected 6 most frequent patterns in Atta Halilintar and Ria Ricis' promotional captions to

analyze. The first step of data collection was categorizing the promotional captions into 3 types: promotional caption for product-endorsement, promotional caption for service-endorsement, and promotional caption for promoting their own products. Table 3.1 and Table 3.2 contain the promotional captions that Atta Halilintar and Ria Ricis wrote and the types of promotional caption that those captions belong to.

Table 3.1 Examples of Atta Halilintar’s promotional caption

No.	Captions	Types of Promotional Caption
1.	Guys!! Pasti kalian suka pada bingung kan barang yang aku rekomendasiin tuh belinya dimana? Atau kalian pernah sampe bingung cek postingan aku satu-satu buat tau apa aja yang aku suka pakai? Ini aku kasih tau ke kalian sebenarnya bisa temuin #RacunAlaAtta dengan cek profil @Tokopedia aku. Mulai dari Sepatu, Perlengkapan Vlog, aksesoris setiap hari, dll bisa kalian temuin dengan klik link di bio aku. Yuk langsung search dan follow “Atta Halilintar” di app tokopedia atau cek bio link aku sekarang	Product-Endorsement
2.	Cape abiss jadi taxi online. Jemput siapa yaa? Hiraukan bibir sexy ku abis minum sirup. Beli brg branded udah cari aja @authenticbrandedbags Follow & cekidot ya guys.	Service-Endorsement

Table 3.1 shows the captions that Atta Halilintar uses to endorse a product and a service. The product that he promotes is *Tokopedia* online application, while the service that he promotes is *Authentic Branded Bags*.

Table 3.2 Examples of Ria Ricis' promotional caption

No.	Captions	Types of Promotional Captions
1.	Bisa bayangin gmn kalau ricis jaga kasir? Hari ini bahagia melayani semua sahabat dari surabaya jajan @surabayapatata dan ludesss! Antrian gak berhenti. Semua pengen nyicip cake kekinian. Kalian kapan ke sini? Ricis tungguu.	Promoting her own product
2.	Ricis lg minum Lemon Peras Murni dr @ec_lemon EC Lemon nih, salah satunya bagus buat detox n diet lho. Jadi buat temen2 yg lagi diet, lemon membantu banget utk program diet km. Kenapa? Krn lemon membantu meningkatkan metabolisme sehingga membantu kerja usus sekaligus membuang racun didalam tubuh. Lemon jg bermanfaat sbg penekan nafsu makan alami, jd porsi makan bisa lebih terjaga. Minumnya kapan? di pagi hari ketika perut masih kosong, siang sebelum makan, dan malam hari sebelum tidur.	Product-Endorsement

Table 3.2 presents the captions that Ria Ricis use to endorse products. The first caption is used to promote her own product, *Surabaya Patata*, while the second caption is used to promote *EC Lemon*.

The second step of data collection was to examine the text types that existed inside the promotional captions. This step was intended to identify the generic structure and lexico-grammatical features of the promotional captions. Table 3.3 and Table 3.4 show the captions and the text type(s) that appeared in the captions. This step was intended to find different patterns that each promotional caption had.

Table 3.3 Pattern of Atta Halilintar’s promotional caption

No.	Caption	Pattern
1.	Guys!! Pasti kalian suka pada bingung kan barang yang aku rekomendasiin tuh belinya dimana? Atau kalian pernah sampe bingung cek postingan aku satu-satu buat tau apa aja yang aku suka pakai? Ini aku kasih tau ke kalian sebenarnya bisa temuin #RacunAlaAtta dengan cek profil @Tokopedia aku. Mulai dari Sepatu , Perlengkapan Vlog, aksesoris setiap hari , dll bisa kalian temuin dengan klik link di bio aku. Yuk langsung search dan follow “Atta Halilintar” di app tokopedia atau cek bio link aku sekarang	P

In Table 3.3 Atta Halilintar promotes an online application, *Tokopedia*, using Procedure (P) pattern.

Table 3.4 Pattern of Ria Ricis’ promotional caption

No.	Caption	Pattern
1.	Bisa bayangin gmn kalau ricis jaga kasir? Hari ini bahagia melayani semua sahabat dari surabaya jajan @surabayapatata dan ludesss! Antrian gak berhenti. Semua pengen nyicip cake kekinian. Kalian kapan ke sini? Ricis tungguu.	R

Table 3.4 shows Recount (R) pattern that Ria Ricis uses to promote Surabaya Patata, her own cake product.

3.3. Data Analysis

The process of data analysis is the same as the process of making sense of the data (Creswell, 2009). It includes the act of preparing data, conducting different analyses, and making interpretation about the data. There were three aspects analyzed in this research: generic structure, and lexico-grammatical features, and social functions. To discover the generic structure of the promotional captions, this research used Gerot and Wignell's frameworks about the generic structure of procedure, recount, and descriptive text. The generic structure was also explained using the theory of digital genre explained by Askehave and Nielsen (2005). Meanwhile, the lexico-grammatical features of each clause were examined using Halliday's transitivity analysis (2014).

Gerot and Wignell's frameworks were used because the book contains frameworks to analyze the generic structure of various text types. Halliday's transitivity analysis was used because Gerot and Wignell's *Making Sense of Functional Grammar* shows that the lexico-grammatical features of procedure, recount, and descriptive texts includes Material Processes and Relational Processes. Lastly, Askehave and Nielsen's explanation about digital genre were used because this research analyzed the generic structure of promotional texts on Instagram. Askehave and Nielsen's writing contains explanations about the generic structure of texts in digital genre.



Figure 3.1 Data Analysis in Qualitative Research

Source: (Creswell, 2009)

Figure 3.1 shows the steps of data analysis in qualitative research. The raw data of this research was the promotional captions taken from Atta Halilintar and Ria Ricis' Instagram accounts. The acts of organizing and preparing data involved the categorization of the promotional captions into three different types: product-endorsement, service-endorsement, and promoting his/her own products. Classifying each clause into different text types was also a part of organizing and preparing data. After all patterns from the promotional captions were found, the generic structure and lexico-grammatical features of each text type were analyzed. The last step was interpreting the data with the help of some theories and frameworks. Table 3.5 shows the caption and an example of generic structure analysis.

Table 3.5 Generic structure analysis

No	Caption	Picture
1.	<p>Aplikasi lelang live pertama di Indonesia (Identification) bisa kasih kamu berbagai macam barang impian kamu mulai dari Produk Kecantikan, Gadget, Paket Liburan dan masih banyak lagi!! (product detail)</p> <p>Download aplikasi WOWBID kamu di Google Play (Instruction) dan kamu bisa ikutan lelang setiap harinya (Goal)! Kamu akan dapat free 5 koin untuk pertama kali install yang bisa kamu gunakan untuk lelang (product benefit). Follow @wowbidlive karena akan banyak promo menarik lainnya. (Instruction)</p>	

After the generic structure of each text type was identified, the next step was investigating the lexico-grammatical features of each clause inside the promotional captions. Table 3.6 shows the caption and an example of lexico-grammatical features analysis.

Table 3.6 Lexico-grammatical features analysis

No.	Caption	Lexico-Grammatical Features
1.	<p>Guys!! Pasti kalian suka pada bingung kan barang yang aku rekomendasiin tuh belinya dimana? Ini aku kasih tau ke kalian sebenarnya bisa temuin #RacunAlaAtta dengan cek profil @Tokopedia aku. Mulai dari Sepatu, Perlengkapan Vlog, aksesoris setiap hari , dll bisa kalian temuin dengan klik link di bio aku. Yuk langsung search dan follow “Atta Halilintar” di app tokopedia atau cek bio link aku sekarang</p>	<p>Guys!! Pasti kalian suka pada bingung kan barang yang aku rekomendasiin tuh belinya dimana?</p> <p>Senser: Kalian</p> <p>Mental Process: suka pada bingung</p> <p>Phenomenon: barang yang aku rekomendasiin</p> <p>Material Process: Belinya</p> <p>Circ. Place: di mana</p> <p>Atau kalian pernah sampe bingung cek postingan aku satu-satu buat tau apa aja yang aku suka pakai?</p> <p>Senser: Kalian</p> <p>Mental Process: Pernah sampe bingung</p> <p>Material Process: Cek</p> <p>Goal: Postingan aku</p> <p>Circ. Manner: Satu-satu</p> <p>Mental Process: buat tau</p> <p>Phenomenon: Apa aja yang suka aku pakai</p> <p>Ini aku kasih tau ke kalian sebenarnya bisa temuin #RacunAlaAtta dengan cek profil @Tokopedia aku.</p>

Sayer: Aku

Verbal Process: Kasih tau

Receiver: Kalian

Material Process: Sebenarnya bisa temuin

Goal: Racun Ala Atta

Circ. Manner: dengan cek profil Tokopedia aku

Mulai dari Sepatu, Perlengkapan Vlog, aksesoris setiap hari, dll bisa kalian temuin dengan klik link di bio aku.

Goal: Mulai dari Sepatu, Perlengkapan Vlog, aksesoris setiap hari, dll

Actor: Kalian

Material Process: bisa temuin

Circ. Manner: dengan klik link di bio aku.

Yuk langsung search dan follow “Atta Halilintar” di app tokopedia atau cek bio link aku sekarang.

Actor: implied you

Material Process: search, follow, cek

Goal: Atta Halilintar, bio link aku

Circ. Place: di app Tokopedia

Circ. Time: sekarang
