

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the methodology of this study. It includes the research design used in this study, the data collection of this study, and the data analysis along with the sample of the analysis.

1.1 Research Design

This study is a qualitative study. A qualitative design is useful to understand more about the meanings and the perspectives of the participant or the unit of analysis that the researchers study (Maxwell, 2012). Moreover, the most distinctive aspect of the qualitative design is its dependence on textual or visual data rather than those in numerical (Maxwell, 2012). In this study, the qualitative design is chosen since the data of this study are textual rather than numerical, which is the headlines of Jay Shetty's channel. In addition, the qualitative design is used since it can present a more profound analysis of the headlines.

Meanwhile, the descriptive method is used since the purpose of this study is to explain the realization of the interpersonal meaning and the headline types in Jay Shetty's channel. The descriptive method tends to allow a more detail explanation. Therefore, a large amount of information can possibly be drawn through the description. Sandelowski (2000) believes that description offers a comprehensive summary of an event in the common terms of those events. In addition, this study also uses a simple descriptive statistics to interpret the data and to present the pattern of the data that have been collected. Ibe (2014) explains that descriptive statistics use graphs, charts, or tables to arrange the data in a way that can show the pattern of the data. It describes the data by giving a summary of the sample and the measures.

1.2 Data Collection

The data of this study are headlines from YouTube videos. Headlines on YouTube videos are chosen since nowadays, YouTube has been used by many people around the world. Its popularity leads YouTube as the number two most visited website in the world. Among many channels on YouTube, Jay Shetty's channel is chosen since the channel has collected millions of subscribers and viewers. Besides of that, based on an online article report uploaded by forbes.com in August 2017, Jay Shetty is also included on the list of Forbes 30 under 30 class of 2017 Europe for being a game-changer and influencer in the world of media (Schawbel, 2017). Jay Shetty uploads motivational videos on YouTube. The videos appear to have young-adult as the target viewers.

The headlines are collected by using a purposive sampling method; that is, the headlines are chosen with a 'purpose' to represent the pattern that relates to the key criterion (Ritchie & Lewis, 2003). The first criterion is that the headlines chosen should be specifically in the form of clausal. This is because to analyze interpersonal meaning, the data should be in the form of clausal. The second criterion is that the headlines are collected based on the most viewed video on the channel. The number of viewers indicates that the headlines can attract the attention of the viewers. There are one-hundred headlines chosen in total. The number of headlines is considered sufficient to represent the pattern of the data.

1.3 Data Analysis

The data that have been collected in the form of clauses of headlines are then analyzed through several steps. Firstly, to find out the speech function and its typicality realized in selected Jay Shetty's headlines, the headlines are identified and then categorized based on the speech function, whether they are initiating or responding speech function. Secondly, the mood types of those headlines are also identified and categorized whether they are declarative, imperative, or interrogative. Thirdly, after the process of identifying and categorizing the speech

functions and the mood types, those headlines are further identified and classified according to their typicality; whether they are typical (the speech functions are realized in the form of declarative, interrogative, imperative, or modulated interrogative) or untypical. Those three steps are directed by interpersonal meaning proposed by Halliday and Matthiessen (2014). Lastly, the types of the headlines are also identified and categorized to find out the realization of the interpersonal meaning in different types of headlines. This part of analysis is directed by Maslen's (2010) types of headlines, which differentiate headlines into three types; headlines that arouse curiosity, headlines that promise news, and headlines that offer a benefit.

The following table shows the sample of the data analysis of the headlines from the channel. It consists of the headlines, speech functions, mood types, its typicality, and the types of headlines.

Table 5
Sample of data analysis

| Headline sample | Speech functions | Mood types | Typicality | Types of Headline |
|---|------------------|-------------|-------------|--------------------|
| Before you waste time, watch this | Offer | Imperative | Non-typical | Arousing curiosity |
| If you're in a long-distance relationship, watch this | Offer | Imperative | Non-typical | Arousing curiosity |
| If they left you, watch this | Offer | Imperative | Non-typical | Arousing curiosity |
| People came into our life for 3 reasons | Statement | Declarative | Typical | Arousing curiosity |
| How you know when you found the one | Statement | Declarative | Typical | Offering benefit |

The above table shows ten headlines from the most viewed videos in Jay Shetty's channel. In terms of its speech function, most of the headlines use offer

that is realized untypically in the imperative mood. In terms of the type of its headlines, Jay Shetty mostly uses the type that arouses the curiosity of the viewers.