CHAPTER III

RESEARCH METHODOLOGY

This chapter presents all elements regarding the research method applied in conducting this research. The discussion in this chapter includes research design, technique of data collection, data analysis, and data presentations.

3.1. Research Design

This research was conducted by using a qualitative method. According to Creswell (2003), a qualitative study can be defined as an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting. The research design was chosen because this study involved the process of making interpretations in order to explore the depth and complexity inherent in the phenomenon of swear words. The methodological approach that was used is a qualitative method with a descriptive analysis technique. According to Zikmund (2003), a descriptive analysis technique is the transformation of raw data into a form that will make people easy to understand and interpret; rearranging, ordering, and manipulating data to generate descriptive information. The technique was chosen because this research aims to investigate how swear words is used by both male and female YouTubers by reporting the data in a form of table, in order to make it easier to describe the findings and conclusion.

3.2. Data Collection

To answer the research questions, the data were specifically collected from two different YouTube videos. The first video is MR's video (a male YouTuber), while the second video is TM's video (a female YouTuber). The two videos were chosen in order to find out the types and the motives for using swear words in male and female YouTubers. The title of the male's YouTube video that was chosen is "*No Cursing Challenge | Mario Maker #15*". Meanwhile, the title of the female's YouTube video is "*My Response to Freelee*". The selected videos were both published in 2016. The reason why these videos were chosen is because both

videos have been watched by more than a million viewers, with the same duration of 20 minutes. However, the contents of their videos are quite different. MR often broadcasts videos of himself playing and commenting on video games, whilst TM often uploads videos of herself discussing pop cultures and beauty products. Despite the different contents, swear words are very frequently used by both MR and TM. The videos were also chosen due to the frequent use of swearwords in them.

The unit of data in this research were utterances in the transcriptions of the two YouTube videos which contained swear words. The process of collecting the data consisted of several steps, as following:

1. Watching the two YouTube videos by MR and TM. This step was performed to acquire the context of what types of swear words that were used by the two YouTubers in their videos and how they were used. The two videos were observed from the beginning of the talk in the videos until the end.

2. Transcribing the two videos. The transcriptions then became the primary data for the analysis, whilst the video served as the secondary data. The primary data, in this study, was used to identify the type of swear words used by the two YouTubers, while the videos were used to get the context.

3. Highlighting the swearwords found in the transcriptions. Since not all utterances in the videos contained swear words, the utterances which did not contain them were omitted.

4. Transferring the selected utterances containing swear words into the table of analysis to answer the research questions of the study (see table 3.1).

3.3. Data Analysis

Several steps were taken to analyze the data. The first step was classifying the types of swear words based on Andersson and Trudgill's theory (1990), who proposed four types of swear words, namely expletive, abusive, humorous, and

auxiliary. After this, another classification was made to find out the motives for using swear words in the two YouTube videos. For this purpose this study used Anderson and Hirsch's categorization of swearing motives (1985), which classified the motives for swearing into three, namely psychological motives, social motives, and linguistic motive (see Table 3.1). To help the analyses at this stage, the researcher re-read the transcripts and re-watched the two YouTube videos to understand the context better which allowed valid interpretation regarding the motives behind the use of swear words.

Finally, the writer reported the findings of the analysis by showing the frequency of each type and the motives from each YouTube video that have been analyzed. These analyses were then discussed by relating them to several concepts in the field of language and gender to draw a conclusion regarding swearing phenomenon.

3.4. Data Presentation

The data sheet of this study was in the form of table for presenting the two objectives which became the focus of the study, namely the types of swear words and the motives for using swear words. To help the researcher in conducting the analysis, specific numbers were used for the column 'Code'. These numbers indicated which minute and which second in the videos that the swear words were uttered. Moreover, for the next two columns, specific abbreviations are used. The types of swear words and the motives behind the swear words, in this case, were abbreviated into these abbreviations:

00:10	: Minute: 00; Second: 10	PM	: Psychological Motive
ES	: Expletive Swearing	SM	: Social Motive
ABS	: Abusive Swearing	LM	: Linguistic Motive
HS	: Humorous Swearing	AS	: Auxiliary Swearing

The comprehensive format of the data sheet could be illustrated as below.

Table 3.1. Sample of the Data Sheet of the Types of Swear Words and Motives for Using Swear Words in Male and Female'sYouTube Videos.

Code	Data		Types of Sweat Words				Motives for Using Swear Words			Explanations
	Utterances	Swear Words	ES	ABS	HS	AS	PM	SM	LM	
EX-PM/2:08	M: so I'm gonna need you…Hey…Hey…Hey cut *son of a b*tch!* I'm not linked anymore	"..hey *cut son of a b*tch*"	✓				✓			The use of '*son of a b*tch*' in this utterance is belong to expletive swearing. It is not directed to someone, however it is used to show MR's anger when playing the game. The use of *son of a b*tch* here is caused by psychological motive since it deals with MR's emotion
HS-LM/7:15	M: I have no idea… I'm really *c*cking it up*..	"I'm really *c*cking it up*"			✓				✓	The word *c*cking* here is belong to humorous type. It is not directed to someone and not reveal anything noteworthy about the speaker's emotion, nor is it used to have a particular effect on the listener that he is upset/messed it up. The utterance of this swear word is caused by linguistic motivation.
ABS-SM/2:03	F: however I am making a video to ask Freelee *why she is a b*tch?*	"why she is a *b*tch*?"		✓				✓		The use of *b*tch* in this utterance is belong to abusive swearing. Bitch here is used a name-calling as well as an insult which is directed to Freelee. It is used to describe that Freelee was mean enough for dropping TM's image by making a video on her Youtube channel. The use of *b*tch* here is caused by social motive because swearing can also be used to show hatred towards other people or situations when it causes insult.
AS-LM/0:51	F: I think everyone should be vegan or at least *f*cking* try it	"at least *f*cking* try it.."				✓			✓	The use of *f*cking* in this utterance is belong to auxiliary swearing. It is used to emphasize that everyone should really try to go vegan. The use of *f*cking* here is caused by linguistic motive.

From the data above, it can be seen that both the male and the female YouTubers used swear words in their videos. However, there are some differences in terms of the types of swear words used by them and the motives which underlie the use of those swear words.

In the male's YouTube video, it is found that expletive is the most frequent type that is used. It can be seen in the utterance, "*so I'm gonna need you… Hey… Hey… Hey cut son of a b*tch! I'm not linked anymore,*" where MR utters the swearword '*son of a b*tch'*. The use of this swear word belongs to expletive swearing. This is because it is not directed towards someone. Rather, it is used to show his anger in playing the game. Moreover, psychological motives seem to be the most frequent underlying motives in MR's video. In using 's*on of a b*tch*', for instance, psychological motives underlie the use since it deals with MR's emotion.

In contrast to MR, auxiliary is discovered to be the most frequent type that uttered by the female YouTuber TM in her video. In the utterance, "*I think everyone should be vegan or at least f*cking try it,*" for example, TM's use of the swear word '*f*cking'* belongs to auxiliary swearing. This swear word is used to emphasize that everyone should really try to go vegan. The use of '*f*cking'* here, moreover, is caused by linguistic motives.

The two analyses exemplify the different uses of swear word in male and female YouTube videos. Further analyses on the different use of swear words between male and female YouTubers will be presented in the next chapter.

3.5. Summary of the Data

The data in this research were obtained from two different YouTube videos by male and female YouTubers which contain swear words. The male YouTuber observed in this study was MR, while the female YouTuber was TM. The title of the male's YouTube video that was examined is "*No Cursing Challenge | Mario Maker #15*". Mario Maker is a side-scrolling platform game and game creation system developed and published by Nintendo for the Wii U game console, which released worldwide in September 2015. In the game, Mario

Nur Afifah Fauzziyah Fasya, 2018
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is portrayed as an Italian-American plumber who has to defeat creatures that have been coming from the sewers. The gameplay focuses on Mario exterminating the creatures by flipping them on their backs and kicking them away. Meanwhile, the title of the female's YouTube video is "*My Response to Freel*ee". MR's video was recorded at his studio room, while TM's video was recorded at her dining room. These two videos were particularly selected for this study because both are 20 minutes in length and have been watched by more than a million viewers. MR's video, in this case, shows him playing and commenting on video games, while TM's video centers on her anger towards another YouTuber, named Freelee, regarding the topic of veganism. Despite the different contexts, both MR and TM appear to express their strong emotions in the two videos.