

CHAPTER III

METHODOLOGY

This chapter elaborates the methodology used in the study that involves research design, data collection, and data analysis.

3.1 Research Design

The design of this study is qualitative descriptive with the support of simple descriptive statistics. This study is regarded as qualitative since the data obtained are in the form of texts, namely hundreds of headlines. That reason is in line with Bricki & Green's (2007) statement which stated that textual data are more likely to be analyzed by qualitative approach due to the use of words as its unit of analysis, rather than numbers. Moreover, qualitative design is selected because it can be a means to explore and understand meaning from the relationship of individuals (Alwasilah, 2002; Maxwell, 2005). Hence, this design is suitable for analyzing interpersonal meaning in *||Superwoman||*'s headlines.

Meanwhile, the descriptive approach is employed because the purpose of this study is to elaborate on the realization of interpersonal meaning in headlines through speech function and headline types. As stated by Sandelowski (2010), descriptive study has a characteristic of describing a phenomenon that also requires interpretation; therefore, this approach is chosen to describe and interpret the interpersonal meaning found in this study. Additionally, this study also employs the supporting tools of basic descriptive statistics to map the pattern and distribution of the findings. The statistics involve percentages, data distribution, tables, and graphs.

3.2 Data Collection

The data gathered in this study are in the form of texts, specifically, headlines. The headlines were collected from *||Superwoman||* YouTube Channel created by Lilly Singh. Lilly Singh is one of the influential YouTubers who gains the most subscribers in the category of female comedians; therefore, this channel was

chosen. From January 2011 until December 2018, there are 763 videos uploaded with over two billion views.

The technique performed to collect the data in this study is by directly rewriting the headlines and other pieces of information to the spreadsheets. The data were accessed online from the channel mentioned above. By accessing the videos online, the other information such as date of publication, numbers of views, likes, and dislikes were written down in columns sequentially by the years of upload.

There were 240 data picked as the sample of this study. They were taken from 763 data, which were already arranged in spreadsheets previously. To determine the sample, there were two variables taken into considerations: years of upload and number of views. The sample data were chosen from eight years, namely, 2011 until 2018. From each year, 30 data were taken based on the categories of views: ten of the highest, ten of the lowest, and ten of in-between. Each category of views took 10 data as the sample; thus, 240 sample data were gathered. The three categories of views might show the representations of people's interest in hundreds of videos created by *||Superwoman||* on YouTube.

3.3 Data Analysis

After the data were collected, the data analysis was conducted through three main steps. The first step was concerning the investigation of how interpersonal meaning was realized through the distribution of speech function, mood types, and typicality in three categories of views. This step was conducted through several sub-steps, using the theoretical framework of Halliday (1994). The second step was related to the analysis of headline types and their distribution in three categories of views by employing the theoretical framework of Maslen's (2010) headline types. The last step was to see how speech functions are realized in the headline types in order to form interpersonal meaning.

In investigating how interpersonal meaning was realized in headlines with three categories of views, several steps were conducted. First of all, the data were labelled into three labels of initiating speech functions (statement, question,

command, offer), mood types (declarative, interrogative, imperative), and typicality (typical, untypical). On the next step, the data were sorted by its category and the frequency of appearance. Then, the data were compared based on the levels of views: the highest, the lowest, and in-between. Lastly, the realization of interpersonal meaning was investigated by seeing the distribution of the above three labels in each category of views. The interpersonal meaning was discussed from the realization of speech function and its typicality to see the social relationship enacted. Consequently, the social distance and relationship that Lilly Singh made for her viewers can be seen through her YouTube headlines.

The second step of data analysis was in regard to headline types. In this step, the data were classified into three types of headlines: ‘those promising news’, ‘those arousing curiosity’, and ‘those offering a benefit’. Afterwards, the data were categorized in terms of their frequency of appearance. The data were also analyzed based upon the preceding three levels of views. Then, the findings of this analysis are elucidated based on the pattern and distribution.

Finally, the last step was to see the realization of speech functions in different types of headline. The speech functions that have been found were then linked to the findings of headline types. This step aims to know the interpersonal meaning in the realization of speech function across different headline types. Then, the distribution that emerged in the realization of speech functions in headline types was also explained.

The following table is the exemplary data and analysis of this study about how they are classified into speech functions and headline types.

Table 3.1

Example of Data Analysis

Headline	Speech Function	Mood Types	Typicality	Headline Types	Category of Views
Girls are Haters!	Statement	Declarative	Typical	Arousing Curiosity	Highest
Day 6: Official Guide to Breaking Up	Command	Declarative	Untypical	Offering a Benefit	In-Between
My Dad Does My Makeup Tag	Statement	Declarative	Typical	Promising News	Highest
Ask Superwoman LIVE!	Command	Imperative	Typical	Promising News	Lowest
Official Guide to Guys	Command	Declarative	Untypical	Offering a Benefit	Highest

The tables above represent the varying types of speech function, mood types, typicality, and headline types in three categories of views. From the table above, it is found that there are two statements that are typically realized in a declarative mood. These two statements are also realized in arousing curiosity and promising news. Furthermore, both of the statements fall within the category of the highest views. Meanwhile, there is one command which is typically realized in an imperative mood, and two commands which are untypically realized in a declarative mood. In regard to that, there are two commands that offer a benefit and one command that promises news. Moreover, each command is included in each category of views.