

## CHAPTER III

### RESEARCH METHODS

This chapter presents the steps in answering the research question. The research essentially use qualitative design. Nevertheless, there is a little calculation of the sample frequency. This chapter consists of seven sections: research design, population, sample, instrument, data collection, data analysis, and concluding remarks.

#### 3.1 Research Design

The design of the research is descriptive qualitative. This design is particularly chosen because this study aims to examine the qualitative aspects of slang, namely its types and factors triggering the use of slang, which are considered to be one of sociolinguistic phenomena. The data are unscripted conversations, which is in accordance with Creswell (2009) that there are two characteristics in conducting qualitative research. The first characteristic is that the data has to be taken from a natural setting, and then the second one is that the data collection is in the form of files or transcription of dialogues. In supporting Cresswell's statements, Hancock (2007) adds that qualitative research focuses on developing explanations of social phenomena by describing the phenomena as they occur naturally.

Moreover, according to Richards and Schimdt (2002), the descriptive method is defined as an investigation that tries to describe a phenomenon, subject, or area accurately and factually. Thorne (2000) further states that qualitative research is also considered descriptive because the data analysis and its findings are in the form of description, instead of numbers. However, the nature of this study is not purely explain the data verbally because there is a slight calculation of the frequency of slang occurrence; nevertheless, the calculations is not reach the quantitative design.

Thus, the research design is chosen because it matched the mentioned characteristics (data collection and analysis), in which the phenomenon of slang

was investigated accurately and factually. Specifically, this design helped the researcher to identify the Sundanese slang varieties used by a group of teenagers in Bandung by observing how they communicate on the particular Internet-based communication application.

### **3.1.1 Participants**

The research used data that were taken from some conversations in an Internet-based chat group that consist of 41 students of senior high school. Specifically, the member of the group consist of 15 female students and 26 male students, whose ages are in the middle of 16-18. The number of the students was adjusted to the number of students in one class. The teenagers, in this case, are students who studies in one of the state schools in Bandung. The 41 students are mostly native citizens in Bandung who come from the same ethnical background, which is Sundanese. The youth was chosen in order to examine the theory on slangs that claims that they are invented and mostly used by teenagers rather than by the elders.

The members of the group were senior high school students. Thus, the topics of the conversations are something related to school. The topics are about homework, questions regarding someone's contact information, gossiping, joking, asking for help and permission, gaming, and tournaments. However, the number of the chats are numerous, following what the research needs.

### **3.1.2 Sample**

The participants of this study are 41 high school students who are a member of one social media group. Nevertheless, not all 41 students are active to communicate on the group. There are only 28 high school students whose seen to be active from other teenagers. The 28 teenagers consist of 20 male students, and 8 female students. Thus, the 28 students who are active in the social media are used as the sample of this study.

In addition, there are seven topics of conversation selected to be the sample of the research. The topics are about gaming, telling about assignments

and test, telling school information, expressing deep condolence, swearing and mocking, asking for help, and cheering a friend.

### **3.1.3 Instrument**

The conversations were taken from one Internet-based chat application called LINE. The data were collected from only one main source because, as far as the study is concerned, there appears to be a tendency that the younger generation favors a particular application. It turns out the teenagers in Indonesia tend to communicate more in the application LINE. Also, as cited from *TribunNews* (2017) there are 10 features of LINE compared to other social media applications. These features might be the reasons why young people tend to use this particular application instead of other social media.

According to LINE website (<https://linecorp.com/en/>), LINE is a freeware app for instant communications on electronic devices such as smartphones, tablet, and computers. LINE users exchange texts, images, video and audio, and conduct free VoIP conversations and video conferences. The service is operated by Line Corporation since 2011. Line Corporation is a Japanese subsidiary of the South Korean Internet. Therefore, the application LINE was chosen as the instrument of the research because most of the teenagers in Indonesia communicate through this application.

### **3.1.4 Data Collection**

Following are the detailed steps taken in collecting the data:

1. Reading the teenagers' conversations

This was the very first step to gain the data, and it was achieved by reading the conversations in "LINE" application for several times to discover and identify Sundanese slang.

2. Choosing and screen-capturing the conversations

After reading the teenagers' conversations, some topics of the conversations that contained Sundanese slang were chosen. After the

conversations were chosen, the researcher captured the conversations and the results were in the form of pictures (JPEG).

3. Transcribing the conversations

After the selected conversations were already in the form of pictures, they were transcribed into a written form.

4. Reading and checking the transcripts.

In order to avoid any mistakes while analyzing the data, the conversations were double checked.

5. Highlighting the slang words

This step was necessary to be conducted in order to help the researcher discover the required data. The researcher printed out the conversations and highlighted all the slang words first. The Sundanese slang words were identified from the use of informal words that were not recorded in the Sundanese dictionary. Since the main data of the study were slang words, not all transcripts of the conversations were analyzed. The ones that were analyzed would be those that contain the slang words.

### 3.1.5 Data Analysis

The data of the study were analyzed based on two theories. The first is the theory by Allan and Burrige (2006) about the types of slang. Allan and Burrige (2006) affirmed that there are five different slang types: fresh and creative, flippant, imitative, acronym, and clipping. The second is the theory by Holmes (2013) about social factors which influence the use of language. Holmes (2013) claims that there are four social factors influencing the use of language: settings, participants, topics, and functions.

After the data were collected, they were analyzed through several steps of data analysis in order to answer the research questions. The detailed steps are as follows:

1. Juxtaposing the Sundanese slang words and the frequency in order to make it easier for the researcher to identify the data.

**Table 3.1 Distribution of Slang**

No.	Sundanese Slang	Frequency
1.	Yuah	10
2.	Daks	17
3.	Urg	16
4.	Mnh	13
5.	Waduk	5
6.	Ai	4
<b>Total</b>		<b>65</b>

2. Classifying the Sundanese slang words.

Classifying the Sundanese slang words that the youngsters use when communicating with their peers (friends) is important. The classification is based on Allan and Burrige's (2006) theory about the types of slang. According to them there are five different slang types: fresh and creative, flippant, imitative, acronym, and clipping.

**Table 3.2 Distribution of the Slang Types**

No.	Type of Slang	Total
1.	Acronym	8
2.	Flippant	6
3.	Immitative	4
4.	Clipping	6
5.	Fresh and Creative	2

3. Analyzing the Sundanese slang words.

The analysis was based on Allan and Burrige's (2006) theory about types of slang. They state that there are five different slang types: fresh and creative, flippant, imitative, acronym, and clipping.

4. Analyzing the factors influenced the Sundanese slang words.

The researcher re-read the whole conversations in order to understand the functions of the slang language. The classification was based on Holmes (2013) theory about social factors which influence the use of language. Holmes (2013) asserts that there are four factors influencing the use of language: settings, participants, topics, and functions.

### **3.2 Concluding Remarks**

This chapter has presented the elaboration of the research design, which is the descriptive qualitative. The participants of the research are 41 high school students in Bandung city, and the sample are 28 students of the population who are active to communicate on the social media “LINE”. The instrument of the research is a social media called “LINE”. The data are collected through five steps. Meanwhile, the data analysis consisted of four steps. The following chapter will provide the findings and discussion of the study.

