CHAPTER III

RESEARCH METHODS

This chapter provides the methods of this study by which the present study was conducted to examine the women's language features, the frequency of the features and the possible reasons of the use of women's language features. It includes the research design which covers the theoretical framework of the present study. In addition, this chapter also presents data collection which includes data sources and data collection procedures, and data analysis.

3.1. Research Design

Descriptive qualitative method was used as the research design. Qualitative method attempts to obtain deeper understanding of a target statement of problems and to make findings more valid. As suggested by Key (1997) in his module entitled *Research Design in Occupational Education*, one of the characteristics of qualitative method is to find out the valid results, which means the focus is on design and procedures to gain "real", "rich", and "deep" data. In addition, Key (1997) also explains that qualitative study also centered in describing, interpreting, analyzing and criticizing the phenomenon found out in the data, then continued with drawing general conclusion. Alwasilah (2002) states "qualitative research provides an understanding by scrutinizing certain phenomenon in detail which context vitally influences meanings of the phenomenon" (p. 54). Thus, qualitative method is relevant to this study, focuses on women's language features phenomenon which is obvious in human beings' daily, especially information

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about personal experiences, introspection, and life story of people (Denzin and Lincoln, 1994).

However, although this study is qualitative in nature, quantifications were also needed in order to support the qualitative findings in revealing the percentage of women's language features used by Indonesian female bloggers. As proposed by (Benz, & Newman, 1998; Denzin & Lincoln, 1984) that qualitative research also focuses on the products, the figures collected when a test, scale or questionnaire, and numbers are used (with the help of statistics) to explain phenomena.

3.2. Data Collection

The whole data of this study were taken from both text analysis and interview. This section discusses the participants involved in this study. It also covers the data sources and data collection procedures.

3.2.1. Data Sources

The data on this study were collected from three Indonesian female bloggers, ranging from 20 to 30 years old, who have passion in fashion and business. This study employed *Blogspot.com* from October 2011 to September 2012 as the data to be observed. Then, the postings that have been selected were bloggers' activities such as daily life, business, fashion, and special events. To make it more specific, this study only focused on one blog hosting service named *Blogspot.com* sheltered by Pyra Labs Company, which was found by Williams in 1999 and was bought by Google in 2002.

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The postings were chosen as the data because they present all aspects that were needed and had more possibilities to find women's language features in this data. Meanwhile, Blogspot.com was chosen because it has large number of users and easy to be accessed by many people around the world.

Moreover, the data were also collected by interviewing the respondents (three Indonesian female bloggers) as the samples.

3.2.2. Data Collection Procedures

In analyzing the women's speech features used by Indonesian female bloggers, there were some steps to be taken such as asking permission in copying the data by sending an email or tweet to each bloggers to avoid copy right violation and collecting the data by copying several posts purposely in each selected blog. The data were copied which includes some elements, such as date of posting, title, story, and pictures (if available). Next step was identifying the data by underlining every word, phrase, clause, and sentence in every post that has been selected randomly.

The fourth step was classifying the data into the relevance features of women's language, they were *lexical hedges or fillers, tag questions, empty adjectives, precise color terms, intensifiers, hypercorrect grammar, super polite forms, avoidance of strong swear words*, and *emphatic stress.* Furthermore, making a guiding interview which contains nine questions of the reasons that may affect the use of those nine women's language feature above was another step. The sixth was interviewing each blogger directly by using voice note recorder then transcribing it into written form or indirectly through

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email. In addition to that, this study analyzed the data to make further interpretation about woman's features language that used by Indonesian female bloggers. This study also quantified the data by using percentage formula for making an interpretation of the most appearance of women's language features by Indonesian female bloggers. Finally, drawing a conclusion from the analysis that provides the answer of the problems' statement was the final step.

3.3. Data Analysis

The data of this study were analyzed in several stages, i.e. identifying women's language features occurrences, classifying the features of women's language based on the relevant theory, quantifying every feature of women's language, interpreting and discussing the results of data analysis, and drawing conclusions and proposing suggestions for future studies in the same areas.

3.3.1 Identification of W omen's Language Features

After collecting and reading the postings from three bloggers used as the main source, this study identified the occurrences of women's language features in all postings from October 2011 to September 2012. To identify the occurrences of women's language features, this study highlighted the postings for every word, clause, phrase, or sentence that contain the features. Here, the examples of the posting which contain women's language features among others are:

(3.3.1 a) So please welcome, Hijabist book - Confessions of Hijab Fashion Blogger. Congrats lovely   Siti Juwariyah, dear mom-to-be Suci Utami and adorable Restu Anggraini. I love totally your novel, cant hardly wait for batch II. (Blogger 1, datum 5)

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(3.3.1 b) As ==you know==, I usually give hijab tutorial through video that I uploaded to Youtube.. However, I was ==so== happy that the participants were ==so== excited and also the committee were humble, cheerful and fun to be with.. I had ==so== much fun that time.. ==Really== wish that I can meet all of them again. (Blogger 2, datum 20)

Postings (3.3.1 a) and (3.3.1 b) contain several women's language features Then, this study categorized those words into several features. In (3.3.1 a), for example, the blogger 2 used *please, lovely, totally*, and *hardly* which were classified into women's language features. Meanwhile, blogger 2 in (3.3.1 b) used women's language features such as *you know*, *so*, and *really*.

3.3.2 Classification of Women's Language Features

The next step in analyzing the data was classifying the features of women's language based on the relevant theory. This study applied Robin Lakoff's framework (1975) as the main theory. There are ten elements of speech features that mostly used by women, as stated by Robin Lakoff (1975). However, to focus on written text, there are only nine features to be discussed in this study namely, *lexical hedges or fillers, tag question, 'empty adjectives, precise colour terms, intensifiers such as just and so, 'hypercorrect' grammar, 'superpolite' forms, avoidance of strong swear words*, and *emphatic stress* (cited in Holmes, 2001, p. 286).

In this section, this study classified those words into the suitable features.

(3.3.2 a) ==So please welcome==, Hijabist book - Confessions of Hijab Fashion Blogger. Congrats ==lovely== Siti Juwariyah, dear mom-to-be Suci Utami and ==adorable== Restu Anggraini. I love ==totally== your novel, cant ==hardly== wait for batch II. (Blogger 1, datum 5)

(3.3.2 b) As ==you know==, I usually give hijab tutorial through video that I uploaded to Youtube.. However, I was ==so== happy that the participants were ==so== excited and also the committee were humble, cheerful and fun to be with.. I had ==so== much fun that time.. ==Really== wish that I can meet all of them again. (Blogger 2, datum 20)

In terms of women's language features, the word **please** was classified into *superpolite forms* because **please** was used in asking and giving a request to the readers indirectly and politely. The words **lovely** and **adorable** were classified into *empty adjectives* which show speaker's admiration for something and those words reflected emotional reaction rather than specific information of something. Next, **so** and **really** were categorized as *intensifiers* because they were used to emphasize or strengthen the meaning after those words such as adjective or adverb. Then, **you know** had a function as *hedges or fillers* because it was used to fill the gap or to begin the conversation well.

The results of identification and classification were revealed in the form of table. The table 3.1 and 3.2 presents every words, clauses, and sentences of the features that were used by blogger 1 and 2. The complete presentations of the data are available in appendices.

Table 3.1 The Classification of Women's Language Features by Blogger 1

No.	Occurrences	Datum	LH	TQ	EA	PC	I	HG	SF	SW	ES
1.	So **please** welcome, Hijabist book - Confessions of Hijab Fashion Blogger.	5							v		
2.	Congrats **lovely** Siti Juwariyah, dear mom-to-be Suci Utami and adorable Restu Anggraini	5			v						
3.	Congrats lovely Siti Juwariyah, dear mom-to-be Suci Utami and **adorable** Restu Anggraini	5			v						
4.	I love **totally** your novel,	5					v				
5.	cant **hardly** wait for batch II.	5					v				

Table 3.2 The Classification of Women's Language Features by Blogger 2

No.	Occurrences	Datum	LH	TQ	EA	PC	I	HG	SF	SW	ES
1.	As **you know**, I usually give hijab tutorial through video that I uploaded to Youtube.	20	v								
2.	However, I was **so** happy.	20					v				
3.	The participants were **so** excited and also the committee were humble, cheerful and fun	20					v				
3.	I had **so** much fun that time.	20					v				
4.	**Really** wish that I can meet all of them again.	20					v				

*Note*s: LH : Lexical hedge   TQ : Tag question
      EA : Empty adjectives   PC : Precise colors
      I : Intensifiers   HG : Hypercorrect grammar
      SF : Superpolite forms   SW : Swear words
      ES : Empathic stress

Moreover, this study also revealed the possible reasons of the use of women's language features. In the table 3.3 presents the example of the reasons for using women's language feature.

Table 3.3 The Reasons of Using Women's Language Features by Indonesian Bloggers

Women's Language Features	Blogger 1	Blogger 2	Blogger 3
1. Lexixal Hedges / Fillers	Ada kata-kata dalam bahasa Inggris yang sulit diterjemahkan dalam bahasa ibu	Untuk membedakan topik yang satu dengan topik yang lain dan sebagai jeda.	Untuk permulaan, seolah-olah kata sapaan
2. Tag Questions	Penekanan terhadap suatu 'statement' yang sudah diutarakan sebelumnya	Untuk meyakinkan pembaca untuk setuju dengan pendapat kita, misalnya saat posting hijab tutorial	Untuk penekanan dan meyakinkan suatu hal yang ditulis di blog benar atau tidak
3. 'Empty' Adjectives	Kata-kata itu sulit diterjemahkan dalam bahasa ibu atau karena lebih nyaman diutarakan dalam bahasa Inggris	Untuk penekanan suatu hal atau kejadian yang benar-benar ingin diceritakan di blog	Untuk penekanan makna

3.3.3 Quantification of Women's Language Features

The next step after idenifying and classifying is quantification the features.

It was needed to discover the frequency and the percentage of each feature.

To count up the percentage of each feature, this study applied the formula:

$$P = \frac{f}{n} \times 100\%$$

Notes: f: Frequency of the occurrency (of the information or a level of features)
n: Total number of occurency (of the information or a level of features)
P: Percentage (of the information or a level of features)

Then, the frequency distributions of the percentage were shown by the

graph of the data using columns as in the figure 3.1.

Figure 3.1 The Example of The Frequency Distributon
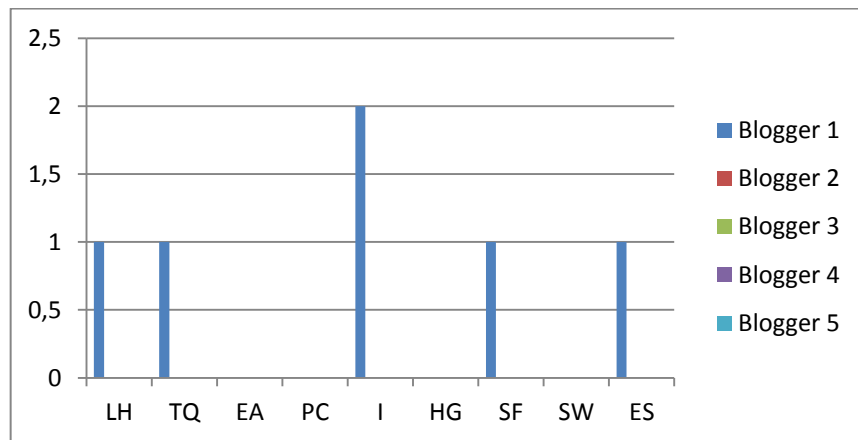
After analyzing the data, this study interpreted and discussed the results of data analysis. At the final stage, this study drew conclusions and proposed some suggestions for future studies in the same areas.