

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **A. Research Design**

In this research, the researcher uses the descriptive qualitative method. Qualitative research is related to describe the common elements of the various forms of qualitative methods. Qualitative research focuses on describing the state of nature or the nature of the value of a certain object or phenomenon (Abdussamad, 2021). Qualitative research is research that focuses on social problems based on holistic, complex, and detailed circumstances of actual or environments (Murdijanto, 2020).

The researcher will analyze of slang words (sociolinguistics study). Therefore, this research is descriptive qualitative design because it depends on description. Descriptive-qualitative research aims to find and explain the various slang words and the meanings of the slang words contained in the comment of Selena Gomez Instagram Account.

#### **B. Research Setting**

In this research will conduct on comment of Selena Gomez's Instagram Account. This research is aimed to find out the types, meaning of slang words found in social media. Regarding this phenomenon, the researcher is interested discussing the phenomenon of slang words found in the comment used by Selena Gomez's in Instagram.

The study's domain is Instagram's major internet platform at [www.instagram.com](http://www.instagram.com), and it is often conducted from a desktop utilizing Internet Explorer and the Instagram app for Android. The data of this research will gather approximately 02 January-02 March 2023.

### **C. The Subject of The Research**

The subject of this research is comments that use slang on Selena Gomez's Instagram account. This research was carried out using a comprehensive understanding based on publications, books, and articles. The findings of this are explain in an informal and detailed by the researchers. Participants that have Instagram accounts are one factor that is used to choose participants. In the second, people communicate frequently and the last participant whose account uploads a picture with some information.

### **D. Data and Data Source**

#### **1. Data**

Data can be identified as material of research and cannot be identified as subject of research. Data is the evidence collected by researcher to answer the research question. The types of data of this research focus on qualitative research data, which forms of words, sentences and spoken, not in number. The data taken of this research involves observation, interview transcripts, and documents (Creswell,

2014). So, data in this research is slang words that found on comment in Selena Gomez's Instagram Account.

## **2. Data Sources**

In this research, the researcher employs the comment of Selena Gomez's Instagram Account as primary data sources. This sampling was checked on comments in Selena Gomez's Instagram Account and selected 15 her posted as a sample on comment in Instagram. In the secondary source of data in this research will be collected from the writing study in the form of books, journals, and other sources that provide data to support this research.

## **E. Technique of Collecting Data**

Data are significant study tools that come in the form of field phenomena and numbers. The data provide the researcher with the investigation's outcome. The data collecting must be relevant to the study problem. The data in this study will be descriptive qualitative data, and the data analysis will follow a qualitative data approach. The writer chooses library research, book survey, visits the website for technique of collecting data about the study of slang words from comment of Selena Instagram Account.

### **1. Observation**

Observation means an activity of collecting the data related to the observation and memory of the object of study. Observation, in which the investigation is required field notes on the activities and behaviors

individuals at the research site (Creswell, 2014). The data from comment in Selena Gomez Instagram Account are collected by doing these following steps :

- a. Opening instagram account
- b. Search Selena Gomez Instagram account, then the writer follow her
- c. After that, the writer scroll, read, and look for the slang words in her comment columns
- d. The last to transcribe all the slang words used in the comments.

2. Documentation

According to Creswell (2014), throughout the study process, the qualitative investigator may obtain documents. These might be public or private documents (e.g., personal journals and diaries, letters, e-mails). The last type of qualitative data is audio and visual content. This data may be represented through images, works of art, videotapes, or any kind of sound. As a documentation, the writer will be screenshots the data from the page of Selena Gomez Instagram Account.

## **F. Technique of Analyzing Data**

In the process of analyzing data, the data will be analyzed with descriptive-qualitative method. Technique of analyzing data in this research, included :

1. Identifying the data found in Selena Gomez Instagram Account.
2. Making the data and organize how many data from each slang words found in Selena Gomez's Instagram Account.

3. Finding the meaning from the other sources.
4. Analyzing the data about the meaning in depth.
5. Write the conclusions based on the problems of the study.