

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

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

This research is classified as descriptive research. Qualitative research is descriptive, Bogdan and Bilken (1992), means that the data collected is in the form of words or images and not numbers. The method's subject is content analysis; it can include any type of examined recorded communication material, such as books, textbooks, newspapers, websites, interviews transcripts, speeches, television shows, ads, song lyrics or other types of documents.

As descriptive qualitative research, this method aims to give a complete and detailed explanation of the data, as clearly and factually as possible, and presenting various ideas and concept. The researcher analyzed comments made by Instagram users on the Influencers account. The collected data then descriptively analyzed. Words, phrases and expressions are example of phenomena described. The researcher examines a phenomenon happens on the social media platform Instagram in this research. The phenomenon concerns how people applied the politeness strategies when interacting via this media. Explicitly, the researcher conducted research on politeness strategies employed by netizens when leaving comments on influencers' Instagram accounts in order to find out the types of politeness strategies that dominantly employed in the comments.

## **B. Research Setting**

Since the difficulty in this research is Instagram comments, the researcher collects all of the information from influencer's Instagram accounts. Sam Smith, Billie Eilish, and Adele are among the influencers' Instagram accounts will be examined. The research concentrated her research on Instagram influencers who mentioned their fashion style. It is because there are many influencers or actresses who have influenced fashion style, the growth of this trend is followed actively on social media.

The research is done on Instagram's primary internet platform at [www.instagram.com](http://www.instagram.com) and usually done from a computer using Internet explorer and Instagram software for android. The research period began on May 22<sup>nd</sup>, 2023 and ended on July 25<sup>th</sup>, 2023.

## **C. Data Source**

This research used Instagram comments from random Instagram accounts as its data source. Rahadi (2001) divides data sources into two types: primary and secondary data. Primary data comes directly from the source, while secondary data comes from another source.

### **1. Primary data**

The primary data for this research are Instagram comments made on select influencers' accounts on Instagram photos that suggest fashion style. All comments containing politeness strategies were analyzed by the researcher. This data is retrieved by logging into Integral, opening several posts from influencers, and then copying the necessary data.

## 2. Secondary data

Secondary data is any data gathered from other sources. Secondary data for this research comes from books, e-books, journal, e-journal, and several earlier studies that explored politeness strategy, social media, and Instagram statements. The researcher also used the internet and visited websites to gather information.

### **D. Data Collection Technique**

The research's goal is to collect data. Data, both in the form of the field phenomena and numbers is an important tool for research. The data provides the researcher with the outcome of the investigation. The data collection must be pertinent to the research question. The data in this research will be qualitative descriptive data, and the data will be analyzed using qualitative data procedures.

Data is essential in research. Researcher can use a variety of data collection methods to obtain data, such as the most popular techniques according to Unggul wiliawan (2014), are observation, documentation, and communication. In this research, the researcher employed a little different technique to collect data.

#### 1. Observation

Observation is a complex process (Sugiyono, 2013). Observation is defined as a collecting data activity that involves observing and remembering the research object.

When making observations, the researcher used a process to gather qualifying data. The steps are as follows:

- a. Firstly, the researcher log into the Instagram account.
- b. Secondly, the researcher follows the accounts of several influencers, such as Billie Eilish, Sam Smith, and Adele.
- c. Thirdly, read and collect the comment from the followers which are dropped on May 22 ended on July 25, 2023 that employed the politeness strategy.
- d. Finally, transcribe all the politeness strategy employed in the comments.

## 2. Documentation

Arikunto, (2010) states that documentation is an act in which data is associated to cases or variables such as notes, transcripts, books, journals, and so on. The researcher collects data through screenshot comment on influencers' Instagram accounts.

## **E. Technique of Analyzing Data**

In analyzing the collected data, a referential method is used where the data is analyzed depending on the theory being explored. Then, the data analysis in this research consisted of several steps:

1. Politeness strategies were detected in the data
2. The data were classified based on types of politeness strategies were realized.

3. In classifying the data, the researcher coded them with the acronym of each influencer's name, as follows:

**Table 3. 1 Influencers names code**

<b>Influencers</b>	<b>Code</b>
Sam Smith	SS
Billie Eilish	BE
Adele	A

- SS is a code for comments which are dropped in Sam Smith's Instagram post
  - BE is a code for comments which are dropped by netizens in Billie Eilish's Instagram post
  - A is a code for comments which are dropped by netizens in Adele's Instagram post
4. The data were described and interpreted in order to answer the research problems.
  5. Conclusions were reported