

CHAPTER III

RESEARCH METHOD

This chapter presents the research method that is used in conducting study. The discussion covers research design, subject of the study, data and data sources, method of collecting data, instruments and data analysis.

A. Research Design

In writing the thesis, the researcher design this study by qualitative research since it, as Ary et al. (2010:22) points out, focuses on understanding social phenomena from the perspective of the human participants in natural settings. The phenomena, specifically language phenomena, are found out from the data in terms of words. Furthermore, as a descriptive qualitative research, the aim of the study is to provide a complete and detailed explanation or description of the results as accurately and factually as they are, offering many ideas and concepts. This research apply by use library research because it the researcher analyzed about the comment instagram performed by human in cyber world. Then the result of the data is analyze descriptively. It describes phenomenon such as words, sentence and utterance. In this research, the researcher analyze the phenomenon found in a social network named Instagram. The phenomenon is about how people conduct communication through this media. Explicitly, the researcher conduct a library research on how male and female Instagramusers performed face threatening acts and politeness strategies in Instagram comments of online shops' business instagram and artist endorseers' instagram.

B. Data and Data Source

Rahardi (2001) differentiates the data source into two categories, primary data and secondary data. Primary data is the data gained directly from the source meanwhile secondary data is the one gained indirectly.

1. Primary data

The primary data of this research is the Instagram users' comments of status find on some Instagram fans pages. The researcher analyze any comments containing face threatening act and politeness strategies. The data wouldbe obtained by logging in to Instagram and opening some fans pages then copying the needed data.

2. Secondary data

Secondary data are any data would be obtained from other sources. In this research the secondary data were from e-book about the instagram's explanation and the guide to use instagram as a user. The researcher also browsed the internet and open websites to search any information needed.

C. Method of Collecting Data

To collect the data, the researcher used documentation technique. The term documentshere refers to a wide range of written, physical, and visual materials, including what other authors may term artifacts (Ary, 2006: 442). The document used in this research is the print of conversation done by instagram users of online shops' business instagram and artist endorsers' instagram which contain FTA and politeness strategies. The data of this research collected by using the following step:

1. The researcher logged into Instagram and opened page of online shops' business instagram and artist endorsers' instagram.

2. The researcher read the comments of four artist endorsers. First, ZaskiaAdya Mecca. She is a female character who becomes an idol and public figure for women, especially for career mothers. The second is Chelsea Olivia. She is an artist endorser and a female character who becomes an idol for women, especially for young mothers. Third, isRajeansid online shop, the business of famous artist Rafi Ahmad has many devotees. Fourth is Natashashawilona online shop, a business belonging to the famous young artist Natasha Wilona.

3. The researcher copied the comments to the office word document.

D. Technique of Data Verification

The technique which is apply to establish the trustworthiness of the data is triangulation. "To gain the trustworthiness of the data, there are four standards of rigor for the research; Credibility, Transferability, Dependability or trustworthiness, and Confirmability." (Ary, 2006: 498). Triangulation is typically perceived to be a strategy for improving the validity of the data. In this case, the researcher would use methodological triangulation. It used more than one method to gather data. Since this study is about FTA and politeness strategies, hence the researcher follow FTA and politeness concept by Brown and Levinson. To have the trustworthiness, the researcher then chose another theory of politeness which has similar concept to those Brown and Levinson that given. The theory is taken from Robin Lakoff. In analyzing the data, the

researcher use Brown and Levinson theory and then confirm it by using Robin Lakoff's. When the result were both same or similar, so it is credible and dependable.

E. Data Analysis

After the data is obtain, the next to do is analyzing the data. The researcher took the steps below to analyze data:

1. Organizing and familiarizing.

The first stage in analyzing qualitative data is familiarization and organization where the data can be easily retrieved. (Ary, 2006: 481). In reference to the explanation above, contained FTA and politeness strategy by the comment of instagram the researcher categorized the data based on Brown & Levinson's theory and finally summarized and concluded the data analysis based on the objectives of the research. Familiarizing in this research is the step in which the researcher to reads the data collected from instagram comments in artists' endorsement fanpage and online shop fanpage containing FTA and politeness strategy in order to familiarize them. After the data is familiarize, the researcher organize them by list the data in a good arrangement and print them out to ease the next step of data analysis. The researcher categorized the data based on Brown & Levinson's theory and then confirm it by using Robin Lakoff's theory. Last, she summarized and concluded the data analysis based on the objectives of the research.

2. Coding and reducing.

Codes can represent information we expect to find, information we did not expect to find, and interesting or unusual information. The goal of qualitative coding is not to count but to break apart the data and rearrange them into categories that facilitate comparisons within and between and to develop theoretical concepts (Ary, 2006: 483).

In this research, coding and reducing would be use to give the codes to instagram comments' based on the gender of the users and sentences containing FTA and politeness strategy find in instagram's comments of online shops' business and artist endorsers'. The codes use in this study are:

a. Coding

- Instagram users name
 - ZaskiaAdya Mecca : ZAM
 - Chelsea Olivia : CO
 - Rajeans : RAN
 - Natashasahwilona : NAT
- Instagram commentator

3. Interpreting and representing.

Interpreting involves reflecting the words and acts performed by the subject of the study and abstracting the important understandings from them. Interpreting involves reflecting about the words and acts of the study's participants and abstracting important understandings from them. (Ary, 2006: 490). The researcher interpret the data to find the meaning and the category of data. Then, they were interpret in the analysis. To

present the data, the researcher describe the analysis descriptively. The researcher describewhat the types of face threatening acts and politeness strategy used by instagram's commentators.