CHAPTER III

METHOD OF THE STUDY

3.1 Research Approach

In this research, the writer uses qualitative method to analyze the Internet Language Features in the comments of *Dagelan* on Instagram. According to Neuman (1991) qualitative research entire orientation is organized around theorizing, collecting, and analyzing qualitative data. Qualitative data come in photos, written words, phrases, or symbols describing or representing people or actions, and events in social life (Neuman, 2012). This approach is suitable for this study because the writer identifies the Internet Language Features (e.g, multiple punctuation, emoticons, capital letters) used by male and female commenters in the comment section of *Dagelan*'s account on Instagram where the data taken is in written words, phrases, and symbols form.

3.2 Corpus

The corpus of this research is taken from the comments of *Dagelan* account on Instagram www.instagram.com/Dagelan. The writer chose this instagram account because the writer found in the comment section that many of male and female commenters using unique features in their writing, such as, multiple punctuation, capital letters, emoticon, etc. Another reason why the writer selected *Dagelan* as the data sources is because the content of *Dagelan* is about

humor which related to the theory stated by Ross (1998) that response is an important factor in counting something as humor.

Dagelan is an Instagram account from Indonesia. The content of its posts is about humor as it can be seen from the name of the account 'Dagelan', a Javanese word which in English means 'jokes'. *Dagelan* is one of the famous Indonesian Instagram accounts other than celebrities. By the time this thesis was written, it has reached 3.4 million followers, compared to famous Indonesian artists like Raisa who has 2.9 million followers or Raffi Ahmad with 1.9 million followers.

Figure 3.1 *Dagelan*'s Account on Instagram

For each of *Dagelan*'s post, usually there are thousands of comments, so in this research the writer only took some samples. The writer picked the latest 30 comments by males and 30 comments by females each from 3 posts about Ujian Nasional (UN) which happened when this thesis was written. A total number of *Dagelan*'s post that has UN content is 30 photos and the writer selected 3 most commented posts; therefore, the total data is 180. This number has already exceeded the minimum number required when the population is unknown (www.surveysystem.com/sscalc.htm).

3.3 Technique of Data Collection

There are four steps taken by the writer to collect the data. The first step that the writer used to collect the data is by opening Instagram application in mobile phone, typing *Dagelan* in the search box, then automatically the options will be shown, next the writer clicked *Dagelan* and it is directly went to *Dagelan*'s account.

The second step is selected the posts related to UN (Ujian Nasional) or in English called National Exam that happened by the time this thesis was written. At that time this topic is very popular among Instagram users as it can be seen from the total number of photos related to UN posted by *Dagelan*'s account which is 30. For each post, the number of comments is around 2000-5000 comments. After that, the writer took 3 posts that have the most number of comments.

From the 3 posts selected, the writer then retyped the latest 30 comments by males and the latest 30 comments by females in each post into notepad in the

computer because the writer analyzed the comments using *AntCont* software since it can only analyze *.txt* format text. In order to make sure whether it is male or female who commented on the post, the writer checked their account and saw their profile picture, profile information, and their post. If it is still anonymous, the writer skipped to those who represent their gender identity clearly in their Instagram account. The writer also skipped commercial and repeated comments or comments written by the same person. The last step is grouped the data in two files based on each gender, male and female to make it easier to be analyzed.

3.4 Technique of Data Analysis

In analyzing the data, the writer took four steps. The first step is run the data using *AntCont* software. According to Anthony (2011) *AntCont* is a freeware, multiplatform tool for carrying out corpus linguistics research and data-driven learning. This software contains seven tools, which are: concordance, concordance plot, file view, clusters (in-grams), collocates, word list, and keyword list. For this research the writer only used word list tool. Word list tool is used to find the frequency and rank of each word in the corpus.
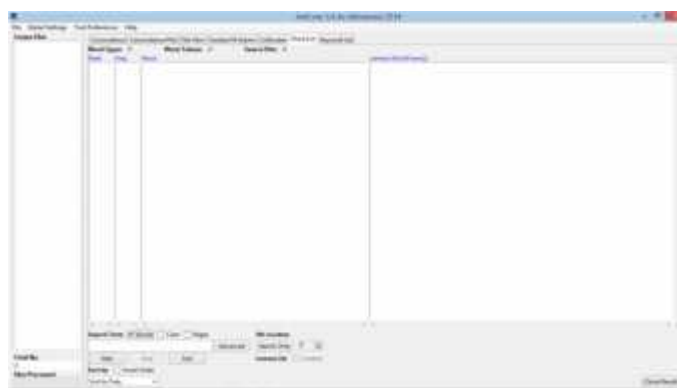

Figure 3.4 AntCont Software

The next step is classified the Internet language features by Danet (2001) such as multiple punctuation, eccentric spelling, capital letters, asterisks for emphasis, written-out laughter, music/noise, description of actions, emoticons, abbreviations, blending and clipping found in the data. In the third step, the writer also found out the most frequently used words by both male and female commenters using the same software.

Finally, the writer compared the findings of the Internet language features used by male and female commenters in the comments of *Dagelan*'s account on Instagram also the most frequently used words by both of them and made an interpretation from the findings.