

CHAPTER III

METHOD OF THE STUDY

3.1 Research Approach

The aim of this study is to know the influence of social factors and social dimensions on language style used by SBY in his Twitter account. Thus, in conducting the study, I use qualitative approach to interpret the data. According to Creswell (2009, p.2), a qualitative research involves individual interpreting which means that the researcher is required to make interpretation of the meaning of the data. Fishman (as cited in Chaer 2003, p.5) says sociolinguistic study is a qualitative research. Since it deals with the details of language use in society, such as the description of dialect, topic, context, or so on. Qualitative approach is used in investigating the data in a thorough research. It is generally defined as research that relies largely on the interpretative and critical approach to social science (Neuman, 1991). Qualitative approach deals with cases in social life context. It means the studies are always regarding with people actions in real life situation in society.

3.2 Source of Data

Since the research question of this study to find out the language style on Twitter, I used Twitter as the source of data. To make sure I did not choose a fake account, I take the data from the account which has got blue verified tick badge. Blue verified is given to highly sought celebrities and public figures or those at risk of impersonation, to establish authenticity of identities (About, 2014). Therefore,

the account name that I choose is @SBYudhoyono because it has already gotten a blue verified tick badge.

3.3 Techniques of Data Collection

There are two kinds of posting in this account: tweets with *SBY* sign, which means the tweets are written by SBY and posted by SBY himself ; and the tweets without *SBY* sign, which means the tweets are written and posted by the president staff. However, I collect the tweets only signed by *SBY* because the aim of this study is to investigate SBY's style. I collect all tweets signed by *SBY* from 4 January 2014 until 4 may 2014, except postings that have no replies. I take 79 samples of SBY tweets and 562 replies from the followers. I choose these dates because it covers periods before and after general election. Second reason I choose those dates is due to the date I write my thesis. It is the closest dates when I was available to acces SBY timeline. Twitter is not available to display timeline since the first date SBY posts status, it is available to display timeline only in several last months.

3.4 Technique of Data Analysis

After collecting the data, I take some steps to analyze the data. First, I classify the tweets based on the 6 'function of speech', they are expressive, directive, referential, metalinguistic, poetic, phatic. Second, I recognize the words and sentences are standard or non-standard. Then, I identified the language styles of SBY and his followers based on five styles proposed by Joos: frozen style, formal

style, consultative style, casual style and intimate style. The last, I analyze the styles using theory of social dimension by Janet Holmes to find the answer of the research questions. Since there are dozens of SBY tweets and hundreds replies from the followers, I only take some data as samples to be analyzed. I take some samples for each styles I found.

In brief explanation, the procedures of data analysis are:

1. Classify tweets based on the speech function

Speech function is a factor that affecting someone to choose particular language style

2. Identify standard or non-standard words and sentence

Language style proposed by Joos is classified based on the degree of formality. Identifying standard and non-standard words is important to determine the degree of formality.

3. Classify tweets based on the language styles

After identifying standard and non-standard words and sentences, then I classify them based on the five language styles

Tweet & Replies	Speech Function	Style				
		Fr	Fo	Co	Ca	In
SBY's tweets						
Followers' style						

4. Analyze the language styles to find non-linguistic information, such as ethnicity, age, gender, social background, social contexts, purpose of speech, one's characteristics, one's feeling toward the speaker, etc