

## **CHAPTER III**

### **METHOD OF THE STUDY**

This chapter contains the method to find the answers of the problem stated in chapter one. The research approach, population and sample, techniques of data collection and techniques of data analysis are presented here. All these steps are elaborated below:

#### **3.1 Research approach:**

Qualitative method was used in this study because this study analyzed the use of Slang by Malang people. Therefore, the most suitable method applied in this writing was qualitative research method. It is not because the qualitative method is better than the other one, but because the choice of which research method should be based on an informed understanding of the appropriate method to the particular research (Burns, 2002). The other reason she used a qualitative approach was because her study concerns with how Malang people use this slang, the writer got the data with direct observation and she analyzed the data without any hypotheses.

To choose which method is the most suitable, one can be analyze it from the characteristics of each method, for example what kind of data or variable it has. If the variables are complex and cannot be measured, then the qualitative method should be used as the research approach, rather than quantitative method, which is measuring the variables. In qualitative methods, the events are viewed

from the informant's perspective, and the method to collect the data is using participant observation and unstructured interviews (Burns, 2002).

Qualitative method also has its own portion in social reality, sampling, literature review, reliability and validity, and analytic induction (Burns, 2002).

1. **Social Reality.** For qualitative researchers, thoughts, perceptions and feeling of their participants are something vital. Qualitative method is the only method which allows access to individual meaning in the context of ongoing daily life.
2. **Sampling.** Qualitative research can be conducted with non-probability sampling, for example:
  - a. **Snowball sampling.** This sampling is done by asking the interviewee to give the names of others who fit the requirements.
  - b. **Theoretical sampling.** In this sampling, the developing theory takes control in the data collection.
3. **Literature review.** In this part, qualitative methods work to emphasize those qualitative researchers to search for data, but not to prove whether their hypothesis is right or not.
4. **Reliability and validity.** Qualitative methods concerns in producing consistent result (reliable) and the true data (valid).
5. **Analytic induction.** Qualitative method enables the investigator to create, elaborate and test propositions and hypothesis while the study is continuing.

**Functionally, Qualitative research method is used for (Moleong, 2008):**

- **Early studies in which the participant or research subject is not well defined and less understood,**
- **Researching phenomena background that cannot be examined through quantitative research,**
- **Researching about everything which is connected with participant's background,**
- **Deeper understanding of every phenomenon that until now has not much is known; and for other purposes.**

### **3.2 Population and Sample**

Since the writer made a study of Malang Slang, so the study took its population from Malang. The samples of the research were Malang people which were taken from several areas in Malang. Those areas were Watu Gong, Summersari, Tlogo mas, and Landungsari. The reason why the writer took the the samples in those areas was because it represented all areas and the social classes in Malang. Watu Gong, Summersari, Tlogo mas, represented university students who lived in the center of Malang city. Landungsari, which was quite far from the city, it can represent the original Malang people. And because of the writer have a lot of friends in those areas, so it can be easier for the writer to take the data.

### **3.3 Sampling**

In this study, the purposive sampling was used to get the data. The sampling was taken from the conversation by Malang People which is recorded during their daily activities. The respondents who are recorded for this study has to fulfill the criteria.

The criteria are as follow:

1. Have lived in Malang since they were born, or people who lived in Malang for at least 5 years since they moved to Malang.
2. Have been familiar with Malang slang.

### **3.4 Technique of Data Collection**

In doing this research, the first thing that the writer did was making an observation. In the observation, she found the phenomenon that made her interested to analyze further. After making an observation, she chose the respondents that fulfill the criteria to be recorded. After finding out the respondents, then the writer observed and recorded their conversation. The respondents did not aware that they are recorded, so the conversation went naturally. In this study, the writer would take 10 conversations. The data was taken from 17 April 2010 until 12 June 2010. The duration of the conversation was from 1 minute to 7 minutes.

**Briefly, in collecting the data, the writer did the following steps:**

- 1. Making an observation**
- 2. Choosing the respondents**
- 3. Recording the conversation of the respondents**

### **3.5 Technique of Data Analysis**

**Firstly, after collecting the data, the writer transcribed the recording into transcript. The second step was analyzing the data by using Hymes theory in. In the second step, the writer found out the data and classifies the data in the Setting, Participants, End, Act, Key, Instrumentalities, Norms, and Genre. Then the writer interpreted the data, and finally the conclusion of the study was made.**

**In short, the techniques of the data analysis were:**

- 1. Transcribing**
- 2. Analyzing the data by using Hyme's theory**
- 3. Making interpretation**
- 4. Making the conclusion**

# CHAPTER IV

# DISCUSSION

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