CHAPTER 3

METHOD OF THE STUDY

3.1. Research Approach

In this study, the writer used qualitative approach as the methodology. It has been noted before that the study focused on the process of celebrification of DIY celebgram on Instagram. Thus, the writer thought that qualitative is the most appropriaste method for this study. According to Jackson, qualitative research is a method emphasized detailed and depth descriptions of social practices in order to understand how the participants explain and experience their world (Jackson, 1995). The strategy of inquiry used in this method is a case study. Case study is a depth analysis and intensive exploration of an individual case in order to obtain knowledge of a phenomenon (Fidel, 1984). In this study, the writer used the concept from Alice E Marwick about the techniques of online self-presentation through the posted pictures, captions, and comments on @shireeenz Instagram account.

3.2 Population and Sampling

Because this study is a case study of @shireeenz, the population of this study is the photos, comments and captions that have been posted on @shireeenz Instagram account since 1 January 2013 until 30 June 2014 which has already had 474 photos in total. The samples are 10 photos taken based on the concept of Alice E. Marwick about the techniques of online self-presentation which consists

of micro-celebrity, self-branding, and lifestreaming. The samples photos are chosen based on the most liked photos in every category.

3.3 Scope and Limitation

In conducting this study, the writer set some limitation to make the study stay in focus. Because this study is a case study, the writer only focused on the process of celebrification of DIY celebgram @shireeenz. To analyze the data, the writer used the methods proposed by Alice E Marwick about online self-presentation techniques. According to the concept, there are three online self-presentation techniques; they are micro-celebrity, self-branding, and lifestreaming. The writer used this theory to look at the process of celebrification. The writer used photos, comments, and caption in every photo sample. The analysis is only limited to the aforementioned samples photos.

3.4 Data Sources

There are two types of data used in this study. They are primary and secondary data. The primary data in this study is the caption, pictures, and comments in every samples photos which is taken based on the concept of Alice E Marwick downloaded from Shirin,s Instagram account (http://instagram.com/shireeenz). The secondary data is the supporting data or literary sources consisting of books, electronic books, journal articles, and related studies that can support the study.

3.5 Technique of Data Collection

In collecting the data, the writer collected the data based on the concept of techniques of online self-presentation proposed by Alice E. Marwick. First, the writer categorized the data of micro-celebrity. In micro-celebrity techniques, the writer categorized the population photos based on the caption indicating several Shirin"s activities: promotion of her other social media, comment on her post, the way she promoted her self by using tagging and hashtags, and promotion of her meet and greet event on her Instagram account. From each kind of categories, the writer took the sample based on the number of the most liked photos.

After the writer obtained the data for micro-celebrity technique, the writer categorized the data for self-branding techniques. In self-branding process, the writer examined how Shirin defined herself in media through the photos and captions on her Instagram account. After categorizing the data, the writer took the appropriate samples according to the concept and chose it according to the number of the most liked.

Lastly, the writer categorized the data for the last techniques of online self-presentation, lifestreaming. In the lifestreaming techniques, the writer divided lifestreaming techniques based on the Marwick"s lifestreaming concept in two parts: private and social. In this category, the writer took the sample photos based on the number of the most liked photos.
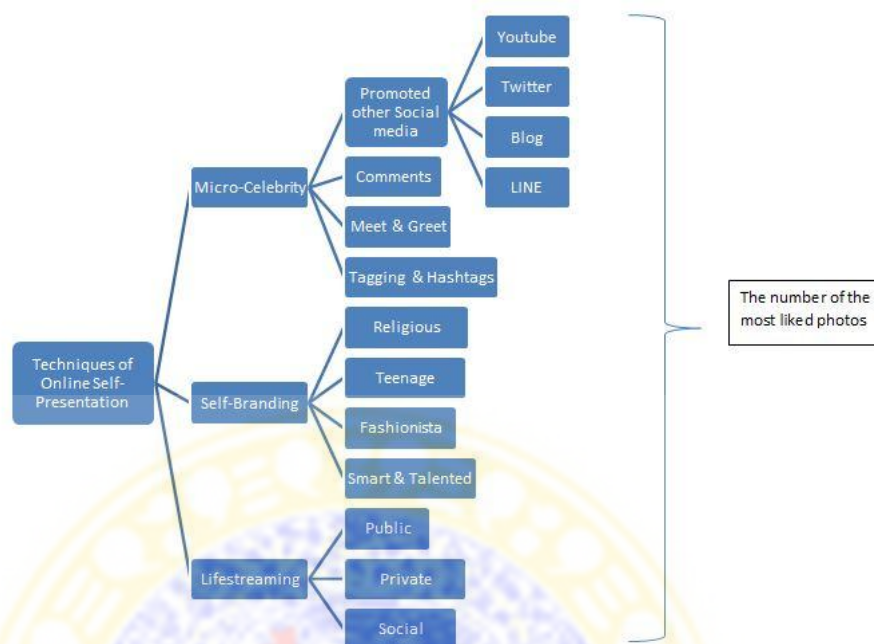
Scheme 3.1 Techniques of Data Collection

3.6 Technique of Data Analysis

In analysing the data, firstly, the writer focused on micro-celebrity technique. To analyze micro-celebrity technique, the writer observed the way Shirin promoted the other social media on her Instagram account. Because micro-celebrity is about intimacy and closeness, the writer also observed the way she created intimacy with the followers by holding meet and greet events, private chat, and answering comments from the followers.

After the writer analyzed micro-celebrity technique, the writer focused on the self-branding technique. In analyzing self-branding technique, the writer examined how Shirin defined herself in the media through the photos and captions in her Instagram account. After that, the writer examined all reflected data based

on the theory from the population. The writer assumed that how Shirin defined in the mass media implies the way Shirin successfully branded herself.

Next, in lifestreaming process, the writer examined how she deliberately tracked her activities to networked audiences to boost up her social status. To analyze this technique, based on Alice E Marwick, the writer divided lifestreaming concept in three parts: public, private and social. Public life means her activities in a public space which was depicted either in the pictures or in the captions. Private means how she updated the followers about her private and latest situation or activities. The other parts are social. Social means how Shirin showed her family, friends, and celebrity that she is connected to the followers. It also includes the information of her activities in a public space which are depicted either in the pictures or in the captions such as kind of event that she has been invited to or she held by herself for the followers.

The last one, after the writer analyzed the data based on the technique of online self-presentation, the data was interpreted by using theory about celebrification, DIY celebrity, and taxonomies of fame as a base. The writer examined the impact of media convergence to celebrification, social change in celebrity culture affected by media convergence, and celebgram as a DIY phenomenon.