CHAPTER III
RESEARCH METHOD

In this chapter discuss about the aspect related into research method. The aspect of the research method which are: research design, research setting, source of data, technique of collecting data, technique of data analysis and the last is validity of data.

A. Research Design

Research design is the researcher's technique and method of how to do a research. The researcher should pick the design that is suitable for the subject or object of the research. Besides, there many kinds of research design, but the researcher chooses descriptive qualitative as a research design of this study. It was supported by Maxwell (2012) who stated that qualitative research is very flexible and inductive rather than strict order or initial decision. In qualitative, the researcher might be as the data gathering instrument also the data in the form of picture, object, or words. Researchers' mindset will tend to be subjectively based on data evidence. Then, activity for qualitative method like analyzing, collecting, identifying, and developing the data can be can occur simultaneously at the same time.

The purpose of using research design is to make sure that the result of data is possibly to answer the problem of the study. This study used qualitative method because it is more focuses on the analysis or a form of

written data rather than numbers. On the other hand, according to Bogdan and Biklen (1982) stated that qualitative research is descriptive, which means the result or data of the study are mostly in the form of words rather than numbers.

The researcher analyzed about comment in Indonesian influencers Instagram account performed by netizen. 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 media network named Instagram. The phenomenon is about how netizen used politeness strategy in communication through this media. Explicitly, the researcher conduct a research on politeness strategies used by netizen in giving comments on Indonesian influencers Instagram account and to know the dominant type of the politeness strategies that used on comments.

B. Research Setting

The subject of this research is Instagram comments, the researcher collects the whole data from influencers Instagram account. The influencers Instagram account who will be examined are Gita Savitri, Rachel Vennya, and Cut Rizki. The researcher focused this research on the photo who post on Instagram with caption talk about inner peace. Inner peace is equates to mental tranquility. It is a mental and emotional condition of calm and poise. It is a mental state in which there are no worries or fears. Inner peace entails the ability to remain calm in stressful

times and not make things too personally. It is because these days woman also get many critics from others, especially as the influencers in social media. The researchers chose these three influencers because they were active on social media, especially Instagram. They often post the photo and sometime even some of them reply to comment from their followers on Instagram. First, the researcher choose Gita Savitri Devi because she has inspired content and she is idolized by millennial people. Second, is Rachel Venya, she often review about beauty product and she is businesswoman. The last is Cut Rizki she is active on Instagram because she often share about the journey fight for acne, netizen usually call of acne fighter.
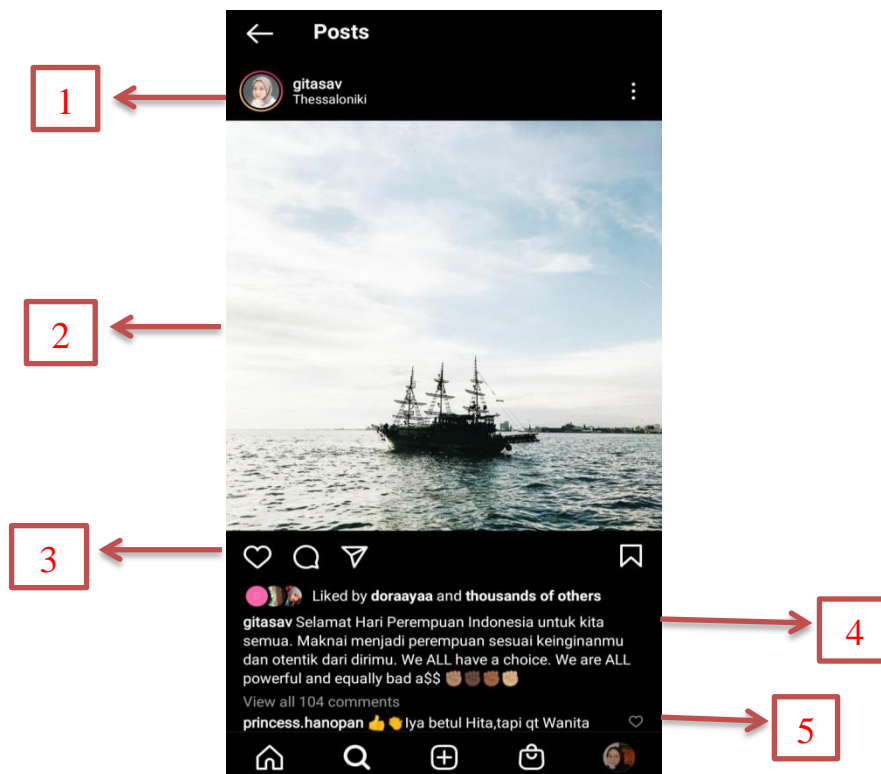
The place of research is conducted in Instagram main web platform at www.instagram.com and generally conducted from laptop using Internet Explorer and Instagram application for Android.

C. Source of Data

The data is obtained from accounts that comment on post influencers Instagram accounts. So the researcher opens comments in the comments column of the Influencers Instagram account. In this section the data's are from the comments on Indonesians' influencers Instagram account. The researcher choose 3 Influencers, they are Gita Savitri Devi, Rachel Vennya, and Cut Rizki. Each influencers has 15 comments, so the whole data are 45 comments on Indonesians' influencers Instagram account. The layout on Instagram is presented in the image below:

Figure 3.1 Instagram post, caption, and comment(s) layout

Explanation for numbers in the picture:

1. Instgaram account's display username

2. The picture or post (or video)

3. Statistic of the comment, like, and share the picture or post (or video)

4. Caption of a picture or post (or video)

5. The comment

D. Research Instrument

According to Arikunto (2006), the research instrument is a tool used by the researcher to collect the data. The main instrument of this

study is researcher herself to explain and depicts the primary data. The researcher analyzes the data concludes the finding result by herself. To dig the data and to organize some sources, the researcher used journal, book, dictionary, article, internet, and making note to write down relevant information.

E. Technique of Collecting Data

Data is very important in every research. According Ungguh Wiliawan (2014) to collect the data, the most technique used in research is observation, documentation, and communication. In this study, researcher uses several methods in collecting data, namely: observation and documentation.

1. Observation

According to Hadi in Sugiyono (2013) Observation is a complex which is structured from the biological and psychological process. The important is observing and remembering. The steps are as follows:

a. The researcher logged in to Instagram account

b. The researcher follow some account of Indonesian influencers such as Gita Savitri, Rachel Venya, and Cut Rizki.

c. The researcher read and collect the comment that used politeness strategy.

d. The last is transcribing all the politeness strategies used on comment

2. Documentation

According to Arikunto (1990) that documentation is an action of getting the data about the cases or variable as note, transcripts, book, magazine, etc. The obtain the data the researcher uses the screenshot comment from Indonesian Instagram account.

F. Technique of Data Analysis

According to Miles and Huberman (1994) data analysis divided in three concurrent flow of activities, those are data reduction, data display, and conclusion drawing or verification.

1. Data reduction

Data reduction is the process to choose the main data to focus, to focus the most important data throw up the unnecessary.

a. Identifying politeness on positive politeness, negative politeness, off record, and bald on record on comment Influencers Instagram account

b. Classifying type of politeness strategy on comment Influencers Instagram account using table by code (PP : Positif Politeness, NP : Negative Politeness, OR : Off Record, and BOR : Bald on Record)

c. Describing the type of politeness strategy on comment of three influencers Instagram account

d. Analyzing dominant type of politeness strategy on comment of three influencers Instagram account use table adopted Parker's table (1986)

e. Drawing dominant type of politeness strategy on comment Influencers Instagram account by diagram

f. Explaining the dominant type of politeness strategy on comment Influencers Instagram account

2. Data display

Data display is a process to arrange the result of the data reduction done by simple explaining, draft, and relation inter categories. The data display help the researcher to understand what is happening and to do something further analysis or caution on that understanding.

3. Data Verification/Conclusion

The conclusion verify by see back of the data reduction and data display after collecting the data, so conclusion that is take did not deviate from the problems of the research. On the whole, to analyze the data the researcher must find and collect the data in the field and then the data is being learned. The researcher choose the relevance data toward the study to solve the problems.

G. Triangulation of data

Triangulation has also been regarded as a qualitative analysis technique for determining validity by combining data from various sources, Triangulation, D. S. (2014). Most qualitative researchers who study human phenomena collect data from individuals or groups through interviews; the form of interview chosen depends on the study's intent and the resources available. According to Rasyid (2015) there are four kinds of

triangulation; data source triangulation, investigator triangulation, theoretical triangulation, and methodological triangulation.

The researcher used the investigator triangulation technique. The researcher asks lecture who master in Linguistic as validator of source data triangulation. By combining the techniques (triangulation), the risk of obtaining limited data and the risk of obtaining limited data are minimized and validity of result will be improved, Alwasilah (2000).