

CHAPTER III

RESEARCH METHOD

A. Research Design

The researcher employed design content analysis with a qualitative approach to perform this investigation. The intellectual process of classifying qualitative textual data into categories of related concepts in order to uncover consistent patterns or relationships between variables of themes is known as content analysis (Given, 2018). The content analysis method is concerned with analyzing and interpreting recorded material in order to gain insight into human behavior. Public records, textbooks, letters, movies, tapes, diaries, themes, reports, and other documents are examples of the type of material that can be used.

B. Subject and Object of the Research

1. Subject

In this study, the researcher examined all 151 posts that had been published on the @englishbusters Instagram account from February 20th, 2019 to May 5th, 2021. To ensure the selection of posts that would provide rich data for the study, the researcher used purposive sampling, a technique that involves selecting participants based on specific criteria that are relevant to the research question. The researcher selected 41 posts from the @englishbusters Instagram account. These posts were specifically captions from influencers who had a minimum of 1 million followers. The decision to use influencers with a large following as a

sample criterion was made based on the hypothesis that such individuals have the potential to exert significant influence on a broad audience.

2. Object

The object of the study is the types of errors corrected by the account and any errors that were left uncorrected.

C. Data

The data in this study was obtained using one instrument, which is documentation. The types of errors that are corrected and are left uncorrected by @englishbusters on their Instagram are explained and described in the study data.

D. Data Collection Technique

1. Documentary

This documentation aims to get in-depth information about the components of grammar that are corrected by Grammar Nazi based on the @englishbusters Instagram account. So that, the documentation that the researcher will take finding posts containing captions from Indonesian influencers which are corrected by the account, and then the researcher will capture the posts as documentation.

E. Data Analysis

After collecting the data, the researcher analyzes it using descriptive qualitative, which covers the description and interpretation of the data. In doing this, the researcher relates it to error analysis based on Communicative Effect Taxonomy.

The data are analyzed to answer the research question. The researcher must determine whether the result answers the research questions. After the data had been obtained from data sources, the data were analyzed through the following procedure adapted from Ellis & Ellis (1994):

1. Reading and identifying the whole caption on the posts to find grammatical error types. In the first step in collecting data, the researcher reads and identifies the grammatical error types found on the posts.
2. Classifying posts to find the types of grammatical error correction. After the data had been identified, the researcher classifies the data into the types of errors according to the Communicative Effect Taxonomy based on Dulay et al. (1982).
3. The resulting grammatical error correction information was used to generate descriptive analyses of the findings.
4. Making a conclusion. The last step was making a conclusion according to the analyzed data. After the researcher finds the answer to the research problem, the researcher will conclude based on the finding.