

## CHAPTER III

### RESEARCH METHOD

#### A. Research Design

The the researcher uses a research method called netnography which involves the systematic study of online communities and cultures in social media. Netnography is a form of qualitative research that seeks to understand the cultural experience that can be engaged with, communicated through, and then reflected upon (Eriyanto, 2021). It is designed to understand social media cultures. In this context, the culture refers to X (formerly Twitter) as a digital space where Indonesian users can freely practice their English communication skills.

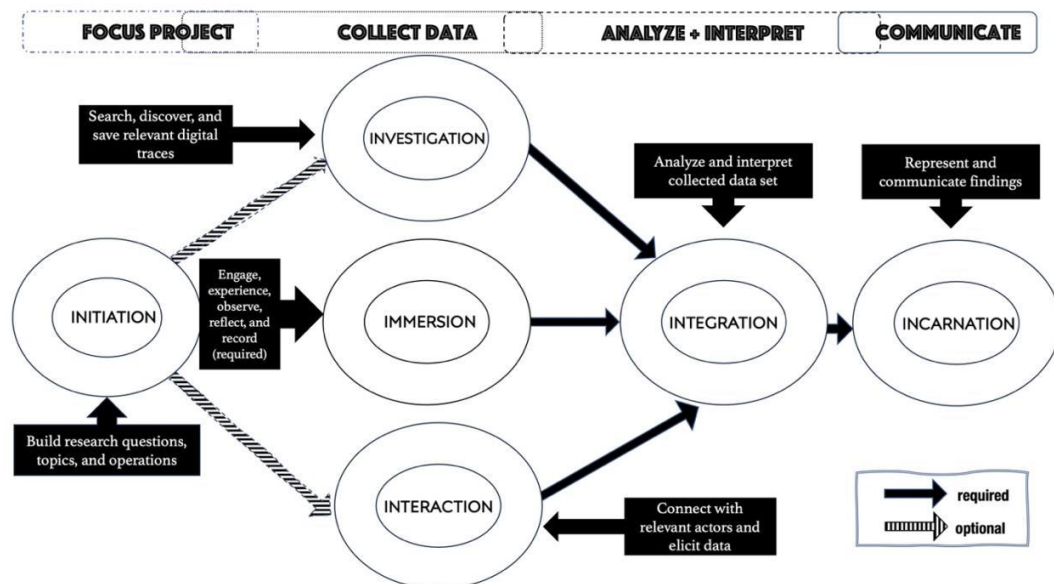
According to Sulianta (2022) netnography aims to adopt the scientific, ontological, epistemological, and axiological aspects of anthropology in studying the social experience of the internet. Meaning it uses anthropology's tools and philosophical concepts to study how people interact and experience social interaction online. This includes understanding what online communities are, how we can learn about them, and the ethical or value-based aspects.

Netnography is a relatively new method in the scientific field, so netnography is often confused with its sibling, ethnography, and often also with content analysis. Netnography is similar to ethnography in seeking understanding the culture and social phenomenons with the differences in some aspects, such as the research field, the participants, and the techniques used to gain sample. And the difference lies in

their focus. Netnography focuses on online interactions, communities, and culture; while ethnography is within offline social interactions and cultural practices.

Netnography mainly gains information from the internet as it can go unnoticed, meaning research can be conducted via observations of natural behaviors without having to be a part of the communities. Netnography also has the benefit of tracking past conversations that are publicly available online (Kozinets, 2010).

The general outline of the netnography's stages, according to Kozinets and Gretzel (2023) which can be depicted in the following chart:



**Figure 3.1.** Stages of netnography

Figure 3.1. above can be understood as:

1. *Initiation*: identifies the topic, phenomenon, or question, and builds the foundations in preparation for data collection
2. *Immersion*: experiences, observes, reflects, and records the data
3. *Investigation*: searches, selects, and saves the data which then will be examined
4. *Interaction*: participate in community (where the data occurs) activities
5. *Integration*, blends the data obtained and the results
6. *Incarnation*, communicates and represents findings.

## **B. Research Setting**

This research was conducted for 8 months, starting from April 2024 to December 2024. This research was primarily within the online environment of X, focusing on real-time communication, virtual interactions, and the unique characteristics of online language use on X in 2023.

The researcher chose to collect data from 2023, rather than 2024 as the time the research was conducted, because it represented the most recent yet complete dataset available during at the time. By 2024, 2023 was already a complete year. Considering the rapid evolution of internet trends the data 2024 was deemed susceptible to possible changes, making it less stable for analysis.

### **C. Participant**

Due to the wide variation of Indonesian X users, this research adopted random sampling, which meant the researcher randomly selected a section of participants from Indonesian X users. The participants in this research are Indonesian X users who actively engage with the platform and produce the linguistic data related to oversimplified phonetic spellings. The reasons why the researcher opted for Indonesian X users because the researcher often interacted with X users who use English on the platform, and the researcher noticed that some specific language characteristics some Indonesian X users commonly use can also be understood by fellow Indonesian X users.

In the data collection process, the researcher obtained screenshots of tweets from more than 50 Indonesian X users, which the researcher then sorted into a total of 36 tweets that met the criteria.

### **D. Data**

#### **1. Data of Research**

The data used is in form of compiled screenshots of tweets (X posts) in misspelled English words used by Indonesian X users.

#### **2. Source of Data**

The data gathered for this research comes from tweets among Indonesian X users in 2023.

## E. Technique of Data Collection

In netnography research, documentation techniques are essential to systematically collect, organize, and analyze data from online platforms. The researcher began the research by observing field data from social media X. This involved recording timestamps to ensure that tweets were sent within the year 2023, and documenting the context to ensure accuracy and consistency. The researcher also took screenshots and archived tweets as both visual and textual data for analysis. The tools utilized were the researcher's personal device, the researcher's X account, the X timeline, and the *Search* tab available on X.

Among the six stages by Kozinets and Gretzel (2023), those that are part of the implementation of data collection are immersion, investigation, and interaction.

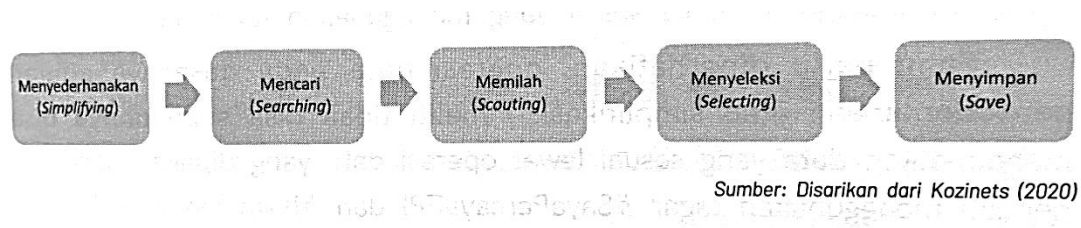
1. In the *immersion* stage, the researcher visits the data field and observes the data in their natural setting, the internet. The researcher will not be participating in the interaction, rather researcher will be recording the data by screen-capturing tweets that will be important to the research.

2. In the *investigation* stage, the researcher searches, selects, and saves the data to investigate. This stage begins after the researcher determines the research topic and the researcher simplifies the keywords that can help to search for relevant data.

3. In the *interaction* stage, the researcher participates in the activities held within the online community. Participation can be done in the form of involvement, considering that unlike ethnography where the form of participation is direct interaction. Involvement does not need to be in the form of actively participating in

discussions, but observation and downloading conversations are considered sufficient as a form of participation in netnography (Eriyanto, 2021).

Eriyanto (2021) then summarized and designed the stages of netnographic data collection into five, which became the main guidelines for the researcher in collecting data:



**Figure 3.2.** Illustration of investigation stage

### 1. Simplifying

First, the researcher needs to form a data operation. Data operation is a simple concept of the topic. The researcher needs to narrow down and sort the target data and what to look for first. In this study, the topics needed are about "phonetic spelling", "oversimplification", and "X/Twitter". So, the researcher must sort out information that is related or that helps the research topic. The researcher sets aside irrelevant information, such as "Instagram" and "standard spelling".

### 2. Searching

The researcher looks for topics that have been simplified to obtain the necessary information. The information needed is literature reviews, studies which can also help with research, related theories, and of course the research data itself.

The research data by the researcher is English words that use phonetic spelling forms written by Indonesian individuals, on social media X. Some words have been found by researchers before conducting research so that researchers have a basic idea of the variety of words that can be used as data, the rest of the researchers will find out more about these variants, and other variants.

### 3. Scouting

The search results are then sorted again or scouted whether they are relevant to the topic and data needed. The sorting stage needs to be done because for example from the many search results there will be some tweets that use the keywords the researcher is looking for, but the entire content of the tweet does not match the topic.

### 4. Selecting

At this stage, data (tweets) have been collected according to the research topic, so the next stage is to select which data can be included in the research. During the research, there will be adjustments to the content and format, so it is possible that the data requirement will also change. Even if there is no change in the research format, the data must still be selected, especially if there is a surplus in the amount of data that has been obtained. This is done so that the data fits the research objectives and limitations.

### 5. Saving

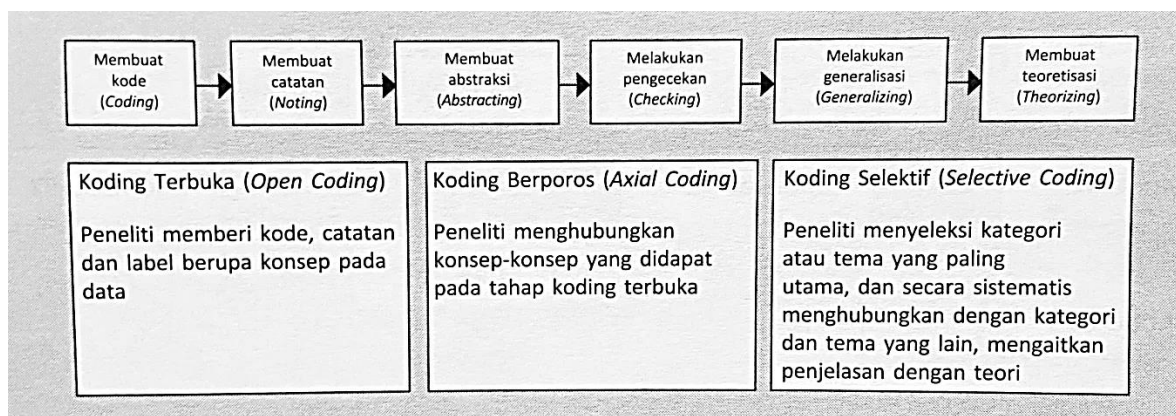
The data has been selected and put into the research. Then the next step is to save the data. The form of data saving is screenshots of tweets containing phonetically spelled words. The data that has been saved can be used for the next stage of research analysis

## **F. Data Analysis**

According to Eriyanto (2021), in netnography, the analysis method used is thematic analysis. Thematic analysis systematically identifies patterns of meaning (themes) from a collection of data. With thematic analysis, the data that has been collected can be mapped and arranged according to the main pattern. Thematic analysis goes through the stages of (1) data introduction, (2) compiling initial coding, (3) searching for themes, (4) reviewing potential themes, (5) defining themes, and (6) making the report.

However, the research remains incomplete as the findings have not yet been analyzed within a theoretical framework. Eriyanto, in his book *Netnography Method* (2021) notes that the earlier stages of analysis only go as far as analyzing data without progressing to integrating data with theory. Drawing on Kozinets (2010), Eriyanto explains that netnographic research aligns with the grounded research method, which allows data to be inductively developed into concepts or theories. In this process, the collected data is labeled and then organized into broader, generalized concepts; (1) Coding, (2) Noting, (3) Abstracting, (4) Checking, (5) Generalizing, and (6) Theorizing.





**Figure 3.3.** Analyzing nethnography data, referred to grounded method

### 1. Coding

The collected data was identified for easier processing, which in this study the author compiled and coded the data. The author placed the data into categories, tables, and gave names to each data and screenshots. For example, recognizing the data needed from the tweet "good morning gais" and giving it the code "gais".

### 2. Noting

Memos or additional notes were created outside of the initial codes. Notes could be differentiators from one data to another, or additional information that could help the process of understanding the data. For example, in the tweet "saran ts fong flish flish" although the relevant data is the word "flish" as a misspelled variant of "please", but "ts" here is understood as "temporary swab"; information that is not relevant to the study.

### 3. Abstracting

Labels and codes were analyzed to identify similarities and group the data into categories, resulting in more generalized concepts. For example, in this study,

the variants "*ef wai ai*" and "*ef way ay*" were categorized as variants of "*FYI*" and they are as examples of abbreviations.

#### 4. Checking

This step was conducted alongside the abstraction process to ensure that the categorization was appropriate and aligned with each category's criteria.

#### 5. Generalizing

The researcher determined which categories were the most general or primary. For instance, in this study, most variants were categorized as forms of common words.

#### 6. Theorizing

The analyzed data and its explanations were then connected to existing theories. The inductive logic of netnographic research allows for the construction of theories based on the data without requiring confirmation of pre-existing theoretical alignment.