

CHAPTER III

RESEARCH METHOD

A. Research Design

This research uses descriptive-qualitative research. Qualitative research is a method of inquiry appropriate in many different academic disciplines, traditionally in the social sciences, but also in market research and further contexts.

It is called qualitative because the qualitative means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductivity building from particulars to general themes, and the research making interpretations of the meaning of the data. The final written report has a flexible structure. Those who engage in this form of inquiry support a way of looking at research that honors an inductive style, a focus on individual meaning, and importance of rendering the complexity of a situation (Creswell, 2009).

B. Research Setting and Time

1. Research Time

This research took about 2 months to collect the data and get some information that related with this research.

2. Research Setting

The location of this research is in class of twelfth grade students of marketing major at SMKN 1 Banjarmasin.

C. Subject and Object

1. Subject: 58 Students from marketing major at twelfth grade of SMKN 1 Banjarmasin school year 2015/2016.
2. Object: The jargon used by students, the meaning of the jargon and the forms of the jargon.

D. Source of Data

1. Data

There are two data presented in this research:

a. Primary Data

To answer the problem of the research, the researcher collects the following data:

- 1) Data about the jargons used by students from marketing major at vocational high school (SMKN 1) Banjarmasin.
- 2) Data about meaning of the jargons used by students from marketing major at vocational high school (SMKN 1) Banjarmasin.

b. Secondary Data

To complete primary data, the researcher also collects the secondary data which related to the research such as data about teachers, administratives administration, library staffs, location and map of the school.

c. Sources of Data

- 1) Respondents: All twelfth grade students from marketing major at vocational high school (SMKN 1) Banjarmasin.
- 2) All written reports and information related.

E. Techniques of Data Collection

1. Interviewing

The researcher will interview some students to know about the jargons and the meaning of the jargons.

2. Observing

The researcher will observe the jargons from teaching-learning process in class, also record observational times and locations when the researcher does the observation.

3. Collecting and Examining

The researcher collects the data from interview and observation, also collect object from other sources, including libraries, historical archives, and electronically based sources.

4. Documentary

This technique is used to collect the data from all written reports about primary and secondary data.

F. Data Analysis

After collecting the data, the researcher analyzed and interpreted the data through several steps. First, the researcher listed the jargon words used by the students from marketing major at vocational high school (SMKN 1) Banjarmasin. Second, the researcher translated the jargons words into standard Indonesian and English. Next, the researcher classifies the forms of jargon. And then, the researcher analyzed the jargon words, compare the data getting from observation, informal interview, notes taking, and recording. Next is classifying the words based on the form of jargon. The last is draw conclusions.