

## **CHAPTER III**

### **RESEARCH METHOD**

#### **A. Research Design**

This research used descriptive qualitative where its purposes for give description and explanation about the research (Sugiyono, 2000, p.11).. Method of this research is field research. It aims to know Language and Politeness in Social Media Communication among Lecturers and Students.

#### **B. Research Setting**

The Resercher did the research in Antasari State Islamic University Banjarmasin at Jenderal Achmad Yani street KM 4,5 Telp. 0511-3253939 Banjarmasin 70235. This research conduct around June to July 2017. The reason why the researcher did research in this location, is because the place supported the research of researcher to find out the problem of the thesis. Antasari State University Banjarmasin is a state university which located in Banjarmasin, Indonesia. Antasari State University named of national patriot in Banjarmasin is “Pangeran Antasari”.

#### **C. Subject and Object of the Research**

##### **1. Subject:**

The subject of this research is ten of the students of English Department at Antasari State University Banjarmasin.

## **2. Object:**

The object of this research are language and politeness among lecturers and students in social media communication.

## **D. Data and Source of data**

### **1. Data**

The data in this research are screenshot of chatting among lecturers and students in social media communication and give questionnaire to the students.

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

The source of data this research are Respondents 10 students of English department and social media that are what app, Blackberry Messenger, Line, and Facebook.

## **E. Techniques of Data Collection**

### **1. Observation**

This technique is conducted to know, are the students do the chat with lecturer used social media or not, before the researcher give the questionnaire and ask the screenshot of chat among lecturers and students in social media, and the researcher ask about how the way the students doing chat with lecturers in social media, and also the researcher ask the condescend of the student to fill the questionnaire and give the screenshot. The researcher did this technique from chatting in social media to the respondents before the researcher give the questionnaire to the respondents.

## **2. Questionnaire**

This technique is conducted to collect the data from the students to find out the students' respond toward the interaction to lecturers in social media communication.

## **3. Document**

The Writer used the screenshot of chat among lecturers and students in social media, to find out the politeness expression among lecturers and students.

## **F. Data Analysis**

After data are collected, the researcher analyzed them qualitatively and reported it descriptively. Then, the researcher matched the findings with the theory related, so that all data can answer the interactions among Lecturers and Students in Social media Communication based on Politeness expression and how the students' reasons toward the interaction to lecturers in social media.