

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

This research is aimed to analyse and identify the sentences, phrases, and words that contain swear word in 9gag. The researcher collected the data through qualitative research and discourse analysis. ‘discourse analysis’ is the analysis of these patterns. Qualitative research involves the collection, analysis and interpretation of narrative and visual (non-numerical) data through methods as ethnography, case study research, in-depth interview, or focus groups. Which means that the data sources were read repeatedly to analyze the swear word, classify them, find the function and the interpretation by analysing their contextual meaning (situation context, purpose context and emotion context) of swear word that emerge in 9gag. As the technique of collecting data, then the researcher uses the qualitative method, classified and analyzed the data descriptively using the relevant theories.

The researcher finds the data from 9gag.com. she choose 10 post and read their comments where swear words often emerge. She collect the swear words from their comments, the swear words that the researcher means in this study is considered as four letter word, curse word, and taboo word. Therefore she would not use the other swear word excepts those three chategory. After collecting the data, the researcher conduct the research qualitatively as stated in previous pharagraph.

B. Focus of the Study

The focus of this study is users' comments on 9gag. The researcher choose 10 posts from October 1st to October 31st 2016 and only focus on picture. The researcher is trying to find out swear words' types and functions in 9gag.com's comments. After related to the post, the researcher tries to find the contextual meaning of swear word by its situation context, purpose context and emotion context.

C. Data and Source of Data

The data of this research is taken from 9gag.com. In this website can be found many kind things such as picture, video and gif that are followed by certain phrases. Then in each post can be commented by all 9gag users or people who uses account that is integrated to Facebook. This reserach do not use all the posts in 9gag because it have too many posts that more than one miliard posts per month. Then the researcher limits tho source of data and only take the post from october 1st to october 31st 2016. And the researcher only focus on picture. The researcher choose the data with accordance the post that has 100-500 comments. The researcher also find other data relates to the research. Such as the description about swear words and the profile of 9gag website.

After choosing 10 post, the researcher read their comments and collecting swear words that emerge in comments. The swear word the researcher means here is considered as four letter word, curse word, and taboo word. Then the researcher

tries to find their types and functions in term McEnery's theory. After finding the types and theory then relate them to the post to find their contextual meaning.

D. Technique of Data Collecting Procedure

As Creswell (2007: 118) stated that data collection is a series of interrelated activities aimed of gathering good information to answer the question, therefore the researcher chose documentary technique to get data about swear word is. In the first step of data collection procedure is the researcher selects some posted picture from October 1st to October 31st 2016. The researcher typed the date on the search coloumn in 9gag and it is automatically showing only 200 posts. The researcher choose the data with accordance the post that has 100-500 comments and the researcher only focus on picture. Then from 200 posts, the researcher got 10 posts that has been commented 100-500 by other users. After getting the 10 posts, the researcher only take the 1st until 50th comments for each post. After having the data, the researcher collect the swear words that emerge in the comments which is in this study considered as four letter word, taboo and curse word.

E. Collecting and Analysis Procedure

This study will be analysed using descriptive qualitative analysis and there are some steps that will be done by the researcher.

a. Collecting and Selecting

This process to collect all of the data that needed in this research. The researcher choose the posts in 9gag. Then select the swear words which are focused on taboo, curse word and four letter word from the collected data.

b. Classifying the Data

The researcher will identify each sentence and phrase that contains swear word, then classify their type using the theory by McEnery (2006: 27). After finding the type, the swear word will be processed by Hirsch's theory (1985: 53) to find out their function.

c. Analyzing

The last steps, the researcher will analyse the swear word, what are written in comment section and what are the purpose of using the swear word according to the context after being processed by the theory of McEnery (2006: 27) and Hirsch (1985: 53) and after being related to the post.

The researcher will analyse the type using McEnery's theory (2006: 27), the function using Hirsch's theory (1985: 53) and then analyse them by relating them to the context. The context meaning will be analysed by situation context, purpose context and emotion context.