

CHAPTER III

RESEARCH METHOD

The method used in this chapter is a content analysis method. This indicates that the information gathered is not numerical, but rather information gathered from interview transcripts, field notes, personal documents, memos, and other official documents.

A. Research Design

Before conducting the research, the researcher needed a research design. This research design is based on a content analysis method's qualitative research. According to Cohen, L. (2007), content analysis is the process of summarizing and reporting written data in the form of the data's primary content and messages. By using both pre-existing categories and emergent themes, content analysis condenses and examines them into summary form in order to develop or test a theory. It applies those categories through the use of methodical, repeatable, observable, and rule-governed forms of analysis in a theory-dependent system.

In this research, the researcher completes the data obtained from the transcription process of the vlogger's utterance on YouTube based on the theory of Coats (1986). After that, the researcher began to analyze all of the vlogger's utterance and examine the data in depth.

After that, the data statements are summarized in order to make them more understandable.

B. Research Object

The object of this research is the utterances of the vloggers on YouTube vlogs, and the type of language features used by vloggers in their vlogs.

C. Data

According to Ritchie and Lewis (2003), In research, the data are what matter most. Data are used to describe and represent phenomena (in terms of thoughts, feelings, perceptions, experiences, or events) that exist independently of the data and the environment in which the data were collected or produced.

The data of this study are in the form of phrases, words, and utterances from 30 English language video daily vlogs that young people or adult who are native speakers of the English language on YouTube. The chosen vlog was one that has a transcript posted on its Youtube channel. The researchers collected 15 daily video vlogs from male with 5 different YouTube channels and 15 daily video vlogs from female with 5 different YouTube channels shared the same content.

D. Technique of Data Collection

To provide the data for this study, the researcher are watching to the vlogs on YouTube. In order to gather and analyze the data for this research, the researcher participated as a human investigator. Data was gathered through document analysis. The author followed the following procedures to gather the data:

1. The researcher collected the some English vlog on YouTube
2. For research purposes, the researcher downloaded the vlog's script or transcription on YouTube
3. In order to comprehend how male and female speak differently, the researcher watched the vlog. The researcher then took note of the data pertaining to language features.
4. The researcher gathered the utterances, words, clauses, or phrases that contained the Coates-proposed differences between male's and female's language. Here, the researcher searched for utterances, words, and phrases that suggested language features. The researcher then highlighted and assigned a distinct number to each feature to facilitate analysis.

E. Data Analysis

The data for this study was compiled from YouTube vlog entries that were uploaded by both male and female. To analyze the data, the author followed these steps:

1. Identifying the Data

The researcher used coding. Language features are the seven main focus of identification. They were Compliment, Swear, Hedge, Tag Question, Command and Direct, and Minimal Response. The researcher highlighted the statements and annotated each feature category. The researcher provided the initial form to indicate the kinds of language features used by male and female in addition to using color to categorize the data. Below are examples of the initial forms:

Table 3.1: Table of Language Features Abreviation

Abbreviation	Stands for
TS	Taboo and Swearing
DC	Directives and Command
C	Compliments
H	Hedges
TQ	Tag Question
MR	Minimal Response
Q	Question

2. Classifying Data

Following the identification of the data, the researcher used Coates' theory to categorize each type of language feature used by male and female in their utterances.

3. Analyzing Data

Following the data's classification, the researcher discussed by giving a detailed explanation of the language features used of those features by male and female on YouTube vlogs. The researcher concluded this study by providing an interpretation in light of the discussion's findings.

4. Drawing Conclusion

The researcher's conclusion was based on the discussion's outcome for the conclusion. The researcher's findings were summarized by the researcher, who also discovered the various language features that male and female use in their youtube vlogs.