

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

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

In this research, the researcher used a descriptive qualitative design to analyze the object of the research. It is the most relevant one to employ for this research's analysis, and it is also useful because it is thought to produce a detailed description of language style. Qualitative research as defined by Hancock cited in Alhamdani (2016) is a study that focuses on creating explanations of social phenomena. Because there is no given number to count and the data are studied in the description, the method is appropriately used. According to McCusker (2015), qualitative research involves characteristics as well as goals related to comprehending various aspects of social life that are expressed in words rather than numbers as analytical data.

Furthermore, qualitative descriptive research produces data that provide a subjective perspective on the 'who, what, and where of events or experiences' (Kim H & Bradway, 2017). Descriptive data, such as people's own written or spoken words and perceptible behavior, can be generated through qualitative research. So, it can be concluded that descriptive qualitative research can be a powerful method for exploring complex and multifaceted phenomena. It allows researcher to uncover the intricacies of human experiences, behaviors, and social interactions.

The researcher employed this technique because the primary goal of the study was to describe the results orally or in written form. Based on the research

problems, the data are described in a descriptive form. This study aims to describe the language usage patterns that are common in podcasts. It is discussed the frequent linguistic types and styles that are present in the DIVE Studios podcasts. Additionally, this research is concluded as a kind of recorded communication such as video, which is the data source of this research consisting of video on the DIVE Studio YouTube channel.

### **B. Research Object**

The object of this research is the dialog or conversation on six videos of the DIVE studio podcast. *DIVE Studio* is a podcast uses a mixed language and has a lot of interesting topics with a duration around of 30-60 minutes for each episode. In this research, the researcher did not take all videos but only take the video that was popular and had a large audience among some videos on Dive Studio. The researcher took six episodes from Dive Studio YouTube playlist. The researcher selected those videos because it was found that the videos are interesting and talks about various topic. Furthermore, Dive Studio itself has a lot of videos that it was the most popular and has a large audience. So, from the explanation above it was become the consideration for the researcher to choose the videos.

### **C. Data**

Data for qualitative research can be obtained from a variety of sources, such as documentation, interviews, observation, and more (Creswell, 2014). The data in this research takes from the dialog or utterances from podcast episodes that were broadcast on the DIVE Studios podcasts channel. The data

for this study also include spoken texts from podcasts that were obtained through watching YouTube. This research was chosen because the podcasts deal with the types of language styles based on Martin Joo's theory. In this research, the data were taken from the script of six episodes podcast from DIVE studio.

The researcher has chosen six videos that are most popular from Daebak show whereas the podcast talks about various interesting topics. The researcher in Dive Studio podcast chose the title, they are: (1) Daebak Show: Stray Kids Bang Chan and Felix Catch Up With Eric Nam; (2) Daebak Show: Catching up The Boyz; (3) Daebak Show: MARK of NCT 127 Never Stops Talking, Can Anyone 'Fact Check' This Convo?!; (4) Get Real: THE BOYZ Debate East Coast vs West Coast... Canada Edition; (5) Get Real: Liza Soberano on Spending Money and Managing Stress; (6) Get Real: Denise on Turning 22, Starting College, and Imposter Syndrom.

#### **D. Technique of Data Collection**

Since data collected is the primary objective of research, data collection techniques are the most strategic research process (Sugiyono, 2015). Sugiyono (2015) also argues documentation is a technique used to gather data and information from reports and other sources, such as books, archives, records, written numbers, and photos, to support the study. To provide the data for this study, the researcher is watching or listening to the podcasts on the DIVE Studios YouTube channel. The researcher then categorized them in accordance with Joo's theory of language style. In conclusion, the following processes are

used to analyze the data: (1) The researcher watch and listened to the video in the Dive Studio YouTube playlist. (2) The researcher selected six English podcast episodes on the Dive Studio channel. (3) Then, the researcher watched the video and transcribe or note-taken the utterance in the podcast videos which it was contain language style based on Joo's theory. (5) In the last step, the researcher analyzed the video and creates a table to classify all marked data into language style categories.

#### **E. Data Analysis**

Farhan (2019, p. 21) argues that data analysis is the most challenging and crucial aspect of the research. The important data will be gathered and presented as research findings. The researcher applied a content analysis technique in this study. According to Hancock cited in Alhamdani (2016), they argue that in conventional content analysis, the study focuses on counting or frequency, where the researcher would count the appearances of a word, phrase, or topic. In addition, the content analysis technique is helpful for analyzing the message's text and content as well as any implication of the speaker's or author's attitude in the data source (Wilkinson & Birmingham, 2003, cited in Utami, 2021).

During the data collection from the podcast on the DIVE Studios channel, the researcher throughout a number of processes in data analysis. First, using Martin Joos' theory, the researcher divided the data into categories based on various linguistic styles. Second, she analyzed and then described the data from each category. Third, she collected the types of podcasts that were

most frequently used to determine the dominant style. She then reached a decision in consideration of the research's conclusions.