

## **CHAPTER III**

### **RESEARCH METHOD**

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

The purposes of this study are to analyze the use of AAVE as well as to find out the types of grammatical features of AAVE used by Indonesian content creator 'Ramengvrl' on TikTok, X, Instagram, and YouTube. This study applied content analysis method with qualitative approach, which describes and analyzes data using words. Content analysis is a method that allows researchers to investigate human behavior indirectly by examining their communications. According to Krippendorff, content analysis is a research method used to draw reliable and accurate conclusions from texts or other meaningful materials in order to understand the circumstances in which they are employed (2004, p. 18). Through its features, this study explained the AAVE spoken or written by Indonesian content creator 'Ramengvrl' and the types of grammatical features of AAVE.

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

This study was conducted using TikTok, X, Instagram, and YouTube. Popular social media platforms utilized by Indonesian content creators to create posts with caption, and both short- and long-form videos. The reason was related to the ranking of social media platforms that Indonesian respondents use TikTok, X, Instagram, and YouTube the most. The other reason was that using an online platform made it simpler to identify AAVE use than the offline one.

### **C. Subject/Participant**

The participant in this study was Ramengvrl (Putri Estiani), specifically selected as she is an Indonesian rapper and singer. The researcher employed purposive sampling to select the participant based on specific criteria. These criteria included being an Indonesian content creator on social media platforms who intentionally or unintentionally spoke and captioned content in English, and possessing Indonesian nationality, regardless of gender.

### **D. Data**

In the process of gathering data, observations were made on how 'Ramengvrl' uses African American Vernacular English (AAVE) on social media platforms like TikTok, Instagram, YouTube, and X (formerly known as Twitter). 'Ramengvrl's' posts were documented and checked carefully to ensure accuracy. After that, the data from these social media platforms were transcribed meticulously. This data, derived directly from 'Ramengvrl's' posts, was then sorted and analyzed using Wolfram's theory and other relevant frameworks. The main objectives were to understand how 'Ramengvrl' utilizes AAVE across her social media accounts and to identify the different grammatical features of AAVE she employs. This approach facilitated a comprehensive understanding of 'Ramengvrl's' communication using AAVE online.

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

### 1. Observation

The researcher observed social media (X, TikTok, Instagram, and YouTube) content of Ramengvrl and identified all instances of features of AAVE and grammatical characteristics present, aligning them with the written script and then marking all the types of chosen features of AAVE and its grammatical traits discovered.

### 2. Documentation

The researcher gathered the data using categorized tables corresponding to the selected features of AAVE and its grammatical features. Ultimately, the researcher presented and explained the data step-by-step according to the chosen features.

## **F. Research Instrument**

The instrument were made according to Wolfram and other theories that supported this study. The form was observation sheet. This instrument was used for collecting the data about the use of features of AAVE and grammatical features of AAVE by Ramengvrl, the Indonesian content creator. For the first instrument, there were three categories; vocabulary, abbreviation, and contractions of AAVE. While for the second instrument, there were four main types of grammatical features of AAVE.

## **G. Data Analysis**

The researcher compiled content from popular social media platforms like TikTok, X, Instagram, and YouTube to create a comprehensive dataset of

'Ramengvrl's' online posts. Employing content analysis as the chosen methodology, the study involved systematically examining the gathered data to gain deeper insights (Krippendorff, 2018; Neuendorf, 2019). This entailed establishing clear research objectives, selecting relevant posts for inclusion, devising a structured system for organizing the content, and conducting detailed analyses to identify recurring patterns and linguistic features. Through this approach, the researcher aimed to elucidate 'Ramengvrl's' utilization of African American Vernacular English (AAVE) and discern the grammatical elements employed. This research contributes to our understanding of language usage in digital contexts and highlights the linguistic diversity present in online communication.

### 1. Defining Research Objectives

Clearly articulate the research questions and objectives that guided the content analysis process. This step laid the foundation for selecting relevant content and developing appropriate coding categories (Krippendorff, 2018).

### 2. Sampling and Data Collection

The researcher employed purposeful sampling to select a representative sample of content from 'Ramengvrl's' social media platforms, including TikTok, Instagram, YouTube, and X (formerly known as Twitter), that prominently featured the use of African American Vernacular English (AAVE). This approach, in line with the recommendations of Patton (2015), aimed to focus on information-rich cases relevant to the study's objectives (Patton, 2015, p. 264). Purposeful sampling ensures that the selected content

offers rich linguistic data for analysis, aligning with the study's focus on AAVE usage by 'Ramengvrl' (Palinkas et al., 2015, p. 533). The selection criteria were based on the presence of AAVE linguistic features, including vocabulary, grammatical structures, and contractions, as well as audience engagement metrics to gauge the content's impact. By systematically selecting content from diverse social media platforms, the study aimed to ensure the representation of the phenomenon under study while maintaining methodological rigor and relevance (Neuendorf, 2019; Creswell & Poth, 2018, p. 128).

### 3. Developing a Coding Scheme

To create a coding scheme for analyzing the content, the researcher outlined different categories, codes, and definitions that cover all aspects of African American Vernacular English (AAVE) used by 'Ramengvrl'. These categories include vocabulary, grammar, and contractions. Each category has specific codes and clear definitions to help analyze the data effectively. For example, under the vocabulary category, codes might include words like "woke" or "lit" with explanations of what they mean. Similarly, codes under grammar could include how 'Ramengvrl' uses certain structures like the habitual "be" or omits certain words like "is" or "are". This coding scheme helps ensure that the analysis is thorough and consistent, allowing for a deeper understanding of how 'Ramengvrl' uses AAVE in her content.

#### 4. Coding the Content

The next step involves applying the coding scheme to the selected content systematically, assigning appropriate codes to each unit of analysis based on the predefined categories. This process may involve a single coder or multiple coders to ensure reliability and consistency (Neuendorf, 2019). The coder meticulously examines 'Ramengvrl's' content, identifying instances of African American Vernacular English (AAVE) usage and categorizing them according to the established criteria. Regular checks for consistency and accuracy are conducted throughout the coding process. By adhering to this methodical approach, the researcher aims to accurately capture and analyze the linguistic features of AAVE in 'Ramengvrl's' content, thereby enhancing the credibility and rigor of the study.

#### 5. Analyzing the Coded Data

Once the content has been coded, the next step is to analyze it to find patterns, themes, and trends in how 'Ramengvrl' uses African American Vernacular English (AAVE). This analysis focuses on understanding the language itself, rather than using numbers or statistics. By looking closely at the coded data, the researcher aims to see how 'Ramengvrl' uses different words, phrases, and sentence structures in her content. This helps us understand the unique features and ways of communicating in AAVE. Through this process, we gain insight into the linguistic aspects of 'Ramengvrl's' contents.

## 6. Interpreting the Findings

Once the analyzed data has been interpreted, it is essential to relate it to the research objectives, drawing conclusions and implications based on the identified patterns and themes, including grammatical features. This involves understanding how 'Ramengvrl' uses African American Vernacular English (AAVE) in her content and what it signifies in terms of communication style and expression. By contextualizing the findings within the broader theoretical framework and existing literature, the researcher can explore the implications of 'Ramengvrl's' linguistic choices, such as specific grammatical structures unique to AAVE. This process helps to deepen our understanding of AAVE usage in digital communication and its impact on audience engagement and perception. Additionally, it allows for meaningful insights into the role of language variation in shaping online discourse

By following these systematic steps, researcher could conduct content analysis in a rigorous and methodical manner, thereby enhancing the validity and reliability of finding.