

CHAPTER III

RESEARCH METHOD

A. Research Design

This study uses descriptive qualitative. According to Manuel and Medel (1998), descriptive research involves the description, recording, analysis, and interpretation of the present nature, composition or processes of phenomena. Burns and Grove (2007) describe a qualitative as a systematic subjective approach used to describe life experiences and situations to give them meaning. The qualitative method investigates the why and how.

This study uses descriptive qualitative method because it analysed the meaning of slang, classified the types of slang, and described the word formation process of slang word and phrase on comments of a video trailer that was posted on January 30th 2017 at Beauty and the Beast movie fan page. This study analysed, classified and described the data one by one. This study has potential issues to be analysed by a descriptive qualitative method since this study was used to find out, analyse, classify, and describe slang words and phrases on comments of Beauty and The Beast movie trailer video that was posted on January 30th 2017 at Beauty and the Beast fan page.

B. Research Setting

This study analysed the comments of Beauty and The Beast movie trailer video. There are 324.001 comments, and the writer searched and captured the pictures of the

slang words and phrases on comments of Beauty and The Beast movie trailer video from July 28th 2017 until September 8nd 2017.

C. Subject and Object of Research

1. Subject

The subject of this study is comment on Beauty and The Beast movie trailer video that was posted on January 30th 2017. The comments contain English slang words and phrases at Beauty and the Beast fan page.

2. Object

The object of this study is all slang words and phrases. The slangs were found on comments on Beauty and The Beast movie trailer video that was posted on January 30th 2017 at Beauty and the Beast fan page.

D. Data and Source of Data

1. Data

The data that analysed in this research consist of primary data and secondary data:

a. Primary data

Primary data of this research is comment of Beauty and The Beast movie trailer video that was posted on January 30th 2017 at Beauty and the Beast fan page. The comments consist of slang words and phrases. The primary data would be analysed, classified, and described to find out the answers of problem statement of this study.

b. Secondary data

Secondary data is other sources like such as deep description about slang types, slang characteristics, word formation processes, and Facebook which related to this study. The secondary data was used to support the main data.

2. Source of Data

The sources of data of this study were taken from comments of Beauty and The Beast movie trailer video that was posted on January 30th 2017. It can be found at Beauty and The Beast movie Fan Page on Facebook.

E. Data Collection Procedure

To collect the data the writer used these following steps:

1. Searching data

The writer searched the data by looking for the comments of Beauty and The Beast movie trailer video that was posted on January 30th 2017. The comments that writer looked for are comments that consist of slang. The slang can be slang words or slang phrases.

2. Collecting data

In this step, the writer collected the data by capturing the comments. Because there are 324.001 comments, the writer try to capture as much as possible comments of Beauty and The Beast movie trailer video that was posted on January 30th 2017 containing English slang words and phrases. After that the writer puts the data into a folder.

F. Data Analysis

The writer used the following steps to analyse the data:

1. Reading the data

The writer read the screenshot pictures of comments of Beauty and The Beast movie trailer video that was posted on January 30th 2017. The pictures are the screenshot of comments that consist of English slang words and phrases.

2. Selecting data

The writer selected the data. In this step, the writer selected the slang words and phrases on comments of Beauty and The Beast movie trailer video that was posted on January 30th 2017.

3. Memoing

The data is in the form of screenshot picture. To ease the analysis process, the writer decided to note the gained data.

4. Analysis

The data was analysed through descriptive analysis technique. By using the technique, the writer analysed the meaning of slang words and phrases on comments of Beauty and The Beast movie trailer video that was posted on January 30th 2017.

5. Classifying

In this step, the writer classified the gained data by its types of slang. The types of slang are fresh and creative, flippant, imitative, acronym, and clipping. Those slang types are related with Allan and Burridge's theory.

6. Describing

After classifying the data, the writer described the word formation processes of slang words and phrases. The word formation processes are borrowing, blending, clipping, multiple process, affixes, coinage, compounding, back formation, and acronym. Those word formation processes are related to Yule's theory.