CHAPTER 3

RESEARCH METHODOLOGY

The writer's aim in this research is to find out the kinds of slangs and their formation in the forms of memes and also the slangs's contributions to language. In conducting this study, the writer applied qualitative method as the writer has more description and interpretation of memes in this particular research. About qualitative research, Creswell has described it as "… fundamentally interpretive. This includes developing a description of an individual or setting, analyzing data for themes or categories, and finally making an interpretation or drawing conclusions about its meaning personally and theoretically" (2003, p. 182).

This study is interpretive as it first analyzed and then interpreted the memes' contribution and creation. In addition, Creswell (2009) also states that qualitative research relies on text and image data. As this study uses memes which are image data and also aims to analyze the backgrounds, meanings, and relations of the text and image, it is a qualitative research.

The writer collected data from WhatsApp, a social media which was accessible to the writer. She did not count the number of the memes gotten but more of getting as many memes as possible to analyze their processes, components, and contribution to language. The slang contained in the memes might be way different from the formal language taught in education.

3.1. Data Source

The data source of this study is WhatsApp. The data are in form of images containing text of slangs. The data which were collected are basically images shared among the WhatsApp users' friends. The writer confidently chose WhatsApp as it had been a very popular chatting applicaton in Indonesia and was used by lots of adolescents, young adults, and even adults. It also provided wide range of memes related to this study as users could easily share and save them.

3.2. Instruments

The instrument used in this study is document. According to Creswell (2003), researchers may collect qualitative documents, either public or private documents. The document used in this study is private documents as they belong to personal collection. In this study, the documents used are memes taken from WhatsApp users' gallery of 'WhatsApp Images'.

3.3. Data Collection

The writer collected data from documents by asking permissions from 10 WhatsApp users of the writer's convenience. The writer then opened the WhatsApp Images document in the users' phone gallery and copied the memes.

3.4. Data Analysis

After collecting data, the writer first analyzed the memes to justify that they were slangs based on the aforementioned theories (in chapter 2). She also analyzed the background, the meaning, and the components of the memes. Secondly, the writer explored the contribution of the slang in the memes. Describing and interpreting them were also done to answer the research questions. The findings are presented afterwards.