

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 RESEARCH DESIGN

The writer conducted this study by applying a qualitative methodology. The writer analyzed the data descriptively instead of numerically. She collected the data from a natural setting, the instant messengers. In this study, she would like to figure out the most used emoticons and the functions that emoticons perform in *LINE* messengers.

3.2 PARTICIPANTS

To answer the research questions of this study, the writer analyzed the collected data. She collected the data from multiple group chats in Instant Messenger, Line. To be more specific, the data were collected from three different group chats. The total of the participants of the three groups were 46 people. The participants of the groups varied in gender, age, socioeconomic background, and ethnicity. Therefore, the data itself became the object of this investigation. The number of participants in each group did not affect anything in the study. The frequency of emoticons in messages in different cases is what matters.

3.3 RESEARCH PROCEDURE

To conduct her study, the writer had to follow several steps. First, she collected the data from Line. The conversations were mostly informal. Next, the writer transcribed the data. Then, the writer eliminated the communicators' identity,

such as name and age or references to ensure confidentiality. To analyze the online community, the researchers do not necessarily record the human's identity since the subject is not the person (Kozinets, 2015). The next step was operating AntConc software to find the concordance of each emoticon occurrences in the data. Lastly, she analyzed the data descriptively.

3.4 RESEARCH INSTRUMENT

The instrument for this research was the digitalized text that naturally occurred in IM application, LINE. Next, after the writer collected the data, she transcribed them. The data were all the casual conversations in the following contexts: close friends at university, high school alumnus, and students' organization. Thus, the conversations are spontaneous and authentic.

3.5 DATA ANALYSIS

The writer applied Searle's Speech Act Theory and Nikolajeva & Scott's theoretical frameworks to analyze the data. Searle as cited in (Cutting, 2008) categorized utterances into five speech acts. They are declarativeness, assertiveness, commissiveness, expressiveness, and directives. The writer also employed the three actions in Speech Acts from Searle. They are locutionary act, illocutionary force, and perlocutionary effect. From multimodal angle, the writer applied Nikolajeva & Scott's theoretical framework to analyze the interaction between the text and the image. Nikolajeva & Scott (2013) divided it into five types of text and an image interactions. However, the writer simplified it into three interactions to avoid

undesireable overlapping. They are a symmetrical interaction, enhancing interaction, and contradictory interaction.

