

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

Qualitative method is related to researcher interpretation towards the data. The researcher acts as the key instrument which assembles the data herself through examining documents, observing behaviors, or interviewing participants (Creswell, 2009a). By using a qualitative method, the readers obtain more comprehensive understandings from the way the researcher describes and examines the data because this method goes beyond number and statistical conclusion (Joseph S. Wholey, Harry P. Hatry, 2010). Meanwhile, a quantitative method needs sample and population to gather the data, and it deals with experimental design or surveys (Creswell, 2009b).

The qualitative method was used in this study in accordance with the type of data that were used and the examination of the data conducted by the researcher. This research focused on the types and functions of swear words, especially swear words in brands. The data collection here was in the form of visual materials. Data collection procedures of the qualitative method are in the form of observations, interviews, documents, and audiovisual materials (Creswell, 2009a).

3.1 Method of Data Collection

This researcher employed a minimum 40 data. The data taken were brands which consist of swear words. The researcher gathered any brands without any specific product that they are sold because the total data would not be enough if the researcher chooses brands with certain criteria.

From the method of the data collection above, convenience sampling represented the method of collecting data in this study. Convenience sampling is one of the sampling strategies where the researcher directly gathers only the required data to be included in the samples using certain parameters. (Cohen, Manion, & Morrison, 2007). This method pays attention to sorting and adopting every samples that is satisfactory for the needs of the data. In this study, brands that are using swear words which could be analyzed based on their types and functions of the swear words were determined as the appropriate samples.

3.2 Population and Sample

The data source of this study were brands containing swear words. Those brands were collected from the Google search engine from 14 March 2019 until 10 April 2019. The researcher used each swear word and the word “brand” as keywords to find the appropriate data. The researcher defined the minimum total of samples to 40. It is unusual

3.3 Procedure

Several steps were done in order to gain the data. First, the researcher gathered several brands which contain swear words from Google search engine regularly. Thus, the researcher also gathered information about the data, so that those brands would be easily defined. Second, the researcher categorized the data based on the types of swear words into four groups according to their literal meaning; religion, parts of the body, sexual activity, and lavatory. The third step were the process of distinguishing the data into six groups based on functions of swear words in the brands; Emphasis, Intimacy,

Personality, Humor, Shock and Offence. These whole data were concluded by representing charts for each category; types and functions. The charts would only be used to help the readers understand about the data which means that those charts would not be used as a conclusion.

3.4 Method of Data Analysis

The data taken from Google search engine used to answer the research questions were analyzed based on the framework derived from Swan (2005) and Mortimer (2007). The theory from Swan was used to categorize the swear-words contained brands based on their types of taboo words employed; religion, parts of the body, sexual activity, and lavatory. The way to analyze the data was by comparing the brands' names towards the taboo words mentioned in the theory. Meanwhile, the theory taken from Mortimer (2007) were used to distinguish the brands' names into five groups based on the functions of the brands; Emphasis, Intimacy, Personality, Humor, Shock and Offence.

