

CHAPTER III

METHOD OF THE RESEARCH

This chapter describes the method of the research. Those are the nature of the research (3.1), the method of the research (3.2), the source of the data (3.3), the collection of data (3.4), the selection of the data (3.5), the data of the research (3.6), and the steps of the data analysis (3.7).

3.1 The Nature of the Research

This research is naturally descriptive qualitative. This means that this research analyses the data by describing the data in details. At the same time, this research is qualitative because the data analysed are not in the forms of numbers (or numeric) but they are in the forms of words, phrases, or utterances or sentences.

According to Moelong (2002:6) descriptive qualitative methods is aimed to understand the phenomena such as behaviours, perceptions and actions holistically and descriptively in words in a specific context by using natural methods or certain theories. In addition, Stainback (1988) claims that the value of qualitative research is bound by the theories which are used to do the analysis, apart from giving explanation and description on the object.

Another opinion came from Bogdan and Taylor (1975) as it is quoted by Moelong (2002:5) in *Metodologi Penelitian Kualitatif* as follows.

Metode kualitatif itu sebagai prosedur penelitian yang menghasilkan data deskriptif berupa kata-kata tertulis atau lisan dari orang-orang dan perilaku yang dapat diamati. (The qualitative method is such a procedure of research that produces descriptive data in written form or speech of humans and attitudes that can be surveyed.)

It is clear now that descriptive qualitative procedures or methods are different from quantitative methods which mainly dealing with numerical data. Considering the statements above it is obvious that to analyze the data of this research – the twitter users talks which take the form of words – informative descriptive qualitative procedures are employed.

3.2 The Method of the Research

Quoted from Hancock (1998:2) qualitative research methodology can take the forms of phenomenology, ethnography, ground theory, and case study. The brief explanations of them are as follows.

- *Phenomenology* – Phenomenology is the study of the subjective experiences of others. It researches the world through the eyes of another person by discovering how they interpret their experiences.
- *Ethnography* – Ethnography is the study of human interaction and communities through direct participation and observation within the community to be studied.
- *Grounded Theory* – The purpose of grounded theory is to develop theory based on the data collected. It looks at specific information and derives theories and reasons for the phenomena.
- *Case Study* – This method of qualitative study is an in-depth study a specific individual or phenomena in its existing context.

This research then uses the phenomenology method because the data are subjective experience of others (twitter users) which are researched to discover how their experience is interpreted. It is why the qualitative method is obviously

appropriate to be applied to analyze the taboo words used by male and female twitter users.

3.3 The Source of the Data

The source of the data for this research is in the form of transcripts taken from twitter users' tweets or conversation. There are 50 (fifty) status transcripts or talks taken randomly during April 2013, whether or not they contain taboo words.

3.4 The Collection of Data

There are several methods of collecting data that can be used to do qualitative research as suggested by Hancock (1998:13), i.e. individual interviews, focus groups, and observation. This research applies observation as a means of collecting the data as is defined by Hancock (1998:13) as follows.

Observation. Direct observation of a situation or the research subjects can occur through videotape playback or through live observation through a one-way mirror. In direct observation, specific observations of a situation are made without influencing or participating in any way. Observation can also be participant observation. Participant observation is the immersion of the researcher in the community or situation being studied. This form of data collection tends to be more time consuming since full participation is needed in the community in order to know whether the observations are valid. Techniques for observation can take the form of *written description, video recording, photographs and artefacts, or documentation.*

This research is done by observing documents in the form of fifty tweets that are taken randomly. These data are then identified to see whether or not they contain taboo words. Data containing taboo words are split up from data not containing taboo words.

3.5 The Selection of the Data

The collections of data above are then further observed in order to select the data to be analyzed. Observation is used in this research since the data – the twitter users' tweets or conversation, are kinds of documentation of idea, perception, and thought.

This observation starts from taking randomly fifty (50) data or tweets in the form of transcript. These fifty data are observed to see whether or not they are matching with the list taboo words suggested by Timothy Jay in his article “The Utility and Ubiquity of Taboo Words” published in *Perspective on Psychological Science Volume 4 Number 2* (2009:156). The list of those taboo words is as follows.

No.	Taboo Words	No.	Taboo Words	No.	Taboo Words
1.	Fuck, fucking	6.	Ass, Asshole	11.	Cocksucker
2.	Shit, Bullshit	7.	Oh my god	12.	Nigger
3.	Hell	8.	Bitch	13.	Motherfucker
4.	Damn, Goddamn	9.	Sucks	14.	Piss
5.	Jesus Christ	10.	Cunt	15.	Retard, retarded

After matching the data with Jay’s list of taboo words given above twenty data are selected. The data that do not match with the list are scrapped out. From these selected data, ten are from male conversation or tweets and the other ten are from female conversation or tweets.

Since Twitter users, by the systems, may hide their personal identity and just put out their invented or nick names, their tweets cannot be selected or classified based on their cultural setting. So, the data selection of this research is

dependent on observation of tweets that are matching with Jay's list above, and as such becomes the scope and limitation of this research (see Chapter I).

3.6 The Data of the Research

To make it easier to read and for the sake of data analysis the data selected above are put on a list as they are used by male and female users as follows.

No.	Taboo Words	Male	Female
1.	F**k, f**king		
2.	S**t, B*lls**t		
3.	H**l		
4.	D**m, G*dd**m		
5.	Jesus Christ		
6.	A*s, A**hole		
7.	Oh my god		
8.	B**ch		
9.	S**ks		
10.	C**nt		
11.	C**ks**ker		
12.	Nigger		
13.	Motherf**ker		
14.	Piss		
15.	R***rd, r***rded		

3.7 The Steps of the Data Analysis

Once the data of the research are collected, analysis begins in order to come up with answers to the statement of the problem of the research. In doing data analysis there are several steps recommended by Hancock (1998:17), namely labeling or coding, using statistics – be it descriptive statistics or inferential statistics, narrative analysis, and content analysis.

Considering that the data of this research are in the form of words taken out from tweets or conversation on Twitter, this research employs narrative analysis to find out the difference between male and female's Twitter users in terms of taboo word choice, taboo words used by male and female Twitter's users, and the context these taboo words are used by both male and female.

This is in line with Hancock (1998:17) that says narrative analysis focuses on speech and content, such as grammar, word usage, story themes, meanings of situations, the social, cultural and political context of the narrative. However, the social, cultural and political context cannot be analyzed since it is not obtainable in the data selected (see the Scope and Limitation in Chapter I).

Then, content analysis is employed to look at texts or series of texts and looks for themes and meanings by looking at frequencies of taboo words that emerge in the data. This step is taken to strengthen the data analysis to answer the statement problem of the research given above, as it is supported by Hancock (1998:17) that says content analysis looks at texts or series of texts and looks for themes and meanings by looking at frequencies of words. Sequentially, the steps mentioned above are implemented as follows.

1. Using Jay's list of taboo words that he claims has remained stable over the past 20 years, the data of this research are then matched with the list since his claim is so convincing. These matching data are then split under labels 'male' and 'female' to see whether or not there are differences between taboo words uttered or tweets by male and female Twitter users. This step is to answer the statement of the problem #1.
2. Based on the findings in step #1 above while matching it with Jay's list of taboo words, the frequency of taboo words is counted and presented in a table. This step is to answer the statement of the problem #2.
3. Then, to answer the statement of the problem #3 description of the situation or the goals in which taboo words are used by both male and female is presented. Only words used by both male and female are analyzed for the sake of gender comparison. To know this underlying situation narrative analysis suggested by Hancock (1998:17) is applied.