

CHAPTER III

METHODOLOGY

This chapter discusses the methodology of the study. It discusses the research method, time and place of the study, source of the data and data, data collection procedure, data analysis procedure, and table of analysis.

3.1 Research method

To conduct the study, the researcher uses the Content Analysis method. Content Analysis can be defined as referring to any technique for the classification of the sign-vehicles, which comes from the judgements of the researcher to find the categories on the basis of explicit formulated rules. This method provided with the researcher's judgement that regarded as the reports of a scientific observer. Ferguson et al. (1990, p.49) concluded that content analysis is inherently descriptive and can provide only limited into why significant relationships or trends are observed. It is a research technique for the objective, systematic and qualitative description of the real content of communication (Berelson, 1952, p. 18).

There are three characteristics of content analysis, objectivity, system and generality. To have an objectivity, the analysis must be carried out on the basis of explicitly formulated rules which enable two or more person to obtain the same

results from the same documents. By a systematic, the inside and outside of content or categories is done accordingly to apply the criteria of selection consistently. Generally, the findings must have the theoretical relevance, pure descriptive information about content, unrelated to others attributes of the little scientific value.

3.2 Time and place of the study

To gather the data of this research, the writer took 4 (four) months for collecting the data. It is in January until April 2014. It took four months to found the pattern of paralinguistic features used by musicians in their facebook fanpages. At that time, all of the updated status, the photo caption, the video caption, and the link caption of musician facebook fanpages that indicate the use of Paralinguistic Features were the data of this study.

3.3 Source of the data and data

The source of data is the facebook fanpages that have verified by facebook. The verified fanpages have a symbol after their fanpages name. The sources of the data from this study are six verified musician facebook fanpages. They are three female singers (*Taylor Swift, Britney Spears, Madilyn Bailey*) and three bands (*As Blood Runs Black, The Word Alive, and Betraying the Martyrs*) that came from the music art. The data from this study are all the updated status,

the photo caption, the video caption, and the link caption from musician facebook fanpages that updated from January until April 2014.

3.4 Data collection procedure

In collecting the data, the researcher used some steps, which are; first, the researcher searched the verified musician facebook fanpages in the internet. Then, the researcher read the musician post in their facebook fanpages carefully to investigate whether there is any paralinguistic features used or not. After that, the researcher selected the verified musician facebook fanpages that indicate the use of paralinguistic features. The researcher got six verified musician facebook fanpages. Finally, the researcher collected the updated status, the photo caption, the video caption, and the link caption of their facebook fanpages that indicate the use of Paralinguistic Features and put it into the table analysis 1 (table of categorization of the data).

3.5 Data analysis procedure

To answer the first research question, the researcher put the entire selected musician facebook fanpages' post (data) into the table analysis 1, table of categorization of the data (see appendices). After that, the researcher analysed the data and differentiated it into paralinguistic (there is any paralinguistic features in the data) and non-paralinguistic (there is no paralinguistic features in the data). After it already differentiated, the researcher investigated the types of

paralinguistic features in each of the data using Thurlow et al (2004, p.125) theory about the typographic strategies that represented the use of paralinguistic.

To answer the second research question, first thing done by the researcher was taking the data that used paralinguistic features from table analysis 1 (table of categorization of the data) into table analysis 2 (table of the paralinguistic features analysis). After that, the researcher found the context of the selected data. Then, the researcher investigated the meaning from paralinguistic features in the data using the semiotic theory by Roland Barthes.

To answer the third research question, first thing done by the researcher was taking the data that used paralinguistic features from table analysis 1 (table of categorization of the data) into table analysis 2 (table of the paralinguistic features analysis). After that, the researcher found the context of the selected data. Then, the researcher investigated the meaning from paralinguistic features used in the post. Next, the researcher investigated the function of paralinguistic features used in musician facebook fanpages using the communicative function theory from Mary Finocchiaro. The last, the researcher draw the conclusion.

3.6 Table of analysis

In order to find the result of this study, the researcher used two tables of analysis. They are the table of categorization and table of paralinguistic features analysis. The tables are presented below.

Table analysis 1. The categorization of the data

Musician:					
No	Date of the data	Data	Paralinguistic	Non-paralinguistic	Type of Paralinguistic Features
1					
2					
3					
4					
5					

Table analysis 2. The analysis of meaning and function of paralinguistic features

Musician:				
No	Data	Context	Meaning	Function
1				
2				
3				
4				
5				