CHAPTER III

METHODOLGY

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 Design

To conduct the study, the researcher used a Content Analysis method. Content Analysis can be defined as referring to any technique for the classification of the sign-vehicles, which comes from the judgments of the researcher to find the categories on the basis of explicit formulated rules. This method is provided with the researcher's judgment regarding 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 relationship 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, they are; objectivity, system, and generality. To have an objectivity, 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, 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 researcher took four months for collecting the data. It is in February until May 2017. The researcher found the pattern of paralinguistic features in four models' instagram accounts. At that time, all of the photo and video caption that indicate the use of paralinguistic features were the data of this study.

3.3 Data and Data Sources

Source of the data from this study was verified models' instagram accounts. To obtain the data samples, the researcher used random sampling technique. The researcher selected the accounts randomly and limited its amount into four (the account of Miranda Kerr, Gigi Hadid, Jon Kortajarena, and Mariano Di Vaio). As the limitation of time while conducting this study, the researcher only focused on photo

and video captions from February to May 2017 in four accounts. It is because the excessive amounts of the data as models do often posting in their account.

3.4 Data Collection Procedure

In collecting the data, the researcher used some steps. First, the researcher searched list of popular models in internet separately for female and male. Second, the researcher searched models' instagram accounts one by one. Third, the researcher listed models whom their account are verified by instagram. Then, the researcher checked the amount of their followers. Fifth, the researcher listed models that have more than three million followers and read their post in their instagram account carefully. It is beneficial to investigate whether they often write caption or not and whether there is any paralinguistic features used or not. After that, the researcher chose randomly from verified models' instagram accounts that have three million followers into four. Finally, the researcher collected all of the updated posts, photo or video captions from February to May 2017 and put it into table analysis 1 (table of the categorization of the data).

3.5 Data Analysis Procedure

The researcher follows theory from Thurlow et al., 2004; Roland Barthes, 1957; Mary Finocchiario, 1983 to examine paralinguistic features. The researcher conducted data analysis procedure as the following:

3.5.1 Answering the first research question; *Identifying Types of Paralinguistic features* (Thurlow et al. 2004). First, the researcher put the entire selected models' post (data) into table analysis 1, table of the categorization of the data (see table 3.5.1). After that, the researcher differentiated the data into paralinguistic (there is any paralinguistic features in the data) and non-paralinguistic (there is no paralinguistic features in the data) by using typographic theories from Thurlow et al. (2004, p.125). The writer used six typographic strategies that indicate paralinguistic features such as abbreviation, punctuation, capitalization, onomatopoeic, emoticon, and symbol. Then, the writer examined six typographic strategies from Thurlow et al. (2004, p.125) that appropriate with the data.

Table 1. The Categorization of the Data

Models:					
No.	Date of the caption	Caption	Paralinguistic	Non-paralinguistic	Types of paralinguistic features
1.					
2.					
3.					

3.5.2 Answering the second research question; *Describing the Meaning of Paralinguistic Features* (Roland Barthes, 1957). First the researcher took the data that used paralinguistic features from table analysis 1 (table of the categorization of the data) into table analysis 2 (table of paralinguistic features analysis). Then, the researcher found the context of the selected data. After that, the researcher looked into six typographic strategies (abbreviation, punctuation, capitalization, onomatopoeic, emoticon, and symbol) by Thurlow et.al (2004, p.125) in table analysis 1 (table of the categorization of the data). Finally, the researcher investigated denotation and connotation level of meaning of the data by using semiotic theory from Roland Barthes (1957, p. 139-143).

Table 2. The Analysis of Meaning and Function of Paralinguistic Features

Models:				
No.	Caption	Context	Meaning	Function
1.				
2.				
3.				

3.5.3 Answering the third question, *Identifying the Functions of Paralinguistic Features*

(Mary Finocchiario, 1983). First, the researcher related the context (Levinson, 1983 p.276) and the meaning (Roland Barthes, 1957 p. 139-143) of each

paralinguistic features that has been analyzed. Then, the researcher examined five communicative functions from Mary Finocchiario (Finocchiaro & Brumfit, 1983, p. 65-66) that appropriated with the data. They are personal (a communicative function which represents person's own feeling), interpersonal (a communicative function which related to one's relationship with others), directive (a communicative function which attempts to influence others' actions), referential (a communicative function which enables a person to talk about objects or events in the immediate setting, environment or in the culture), and imaginative (a communicative function which enables a person to use language creatively).

Table 2. The Analysis of Meaning and Function of Paralinguistic Features

Models:				
No.	**Caption**	**Context**	**Meaning**	**Function**
1.				
2.				
3.				

3.6 Table of Analysis

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

Table Analysis 1. The Categorization of the Data.

Models:					
No.	Date of the caption	Caption	Paralinguistic	Non-Paralinguistic	Types of Paralinguistic Features
1.					
2.					
3.					

Table Analysis 2. The Analysis of Meaning and Function of Paralinguistic Features

Models:				
No.	Caption	Context	Meaning	Function
1.				
2.				
3.				