CHAPTER III
RESEARCH METHOD

A. Research Type

In conducting this research, the researcher used a descriptive qualitative method and a content analysis research design. According to Arquitectura et al. (2015), descriptive qualitative research is a method in which researchers must describe complex settings /interactions. In this type of research, there is usually no calculating or numbering because this type of research is designed to obtain information based on current phenomena in-depth and detail that can be answered using this type of research. Therefore, the data collected in this study are in the form of words rather than numbers. The researcher used this type of research because this research is to identify the types of registers and the meaning types of registers used in Gina Shkeda Youtube Channel. According to Krippendorff (1980), content analysis research design is a research design in which data conclusions are obtained by replicating and validating the data through a context that aims to provide knowledge, represent facts, new insights, and ways of acting. In this study, researchers conducted an in-depth discussion of the content of information in the mass media.

B. Research Object

The objects of this research are the types of registers and the meaning types of registers used in Gina Shkeda's Youtube Channel.

C. Data and Data Source

The data is taken from various words used by Gina Shkeda in her Youtube Channel. Data sources refer to the subject from whom the data was obtained and are usually considered research material. The data source of this research is Gina Shkeda's Youtube Channel. The researcher chose Gina Shkeda's Youtube Channel because Gina has YouTube content that has been very popular with teenagers to adults for the last 3 years, namely beauty content, especially makeup. In addition, Youtube is one of the most popular video sharing platforms in the world today. In this study, the researcher found 20 register words on Gina Shkeda's Youtube Channel.

D. Technique of Collecting Data

        Here are the steps in collecting data:

1. The researcher observed all the videos on the Gina Shkeda's YouTube Channel.
2. The rearcher wrote all registers that found in the Gina Shkeda's YouTube Channel.
3. The researcher classified the types of registers and the meaning types of registers.
4. The researcher analyzed the data.

E. Technique of Analyzing Data

        The researcher analyzed the data from the theoretical perspective of:

1. For types of register used in Gina Shkeda's Youtube Channel (Martin Joos;1967).
2. For meaning types of register used in Gina Shkeda's Youtube Channel (Dell Hymes;1972).

        In analyzing the data, the researcher included contextual information explicitly in brackets for each data. In addition, to make it easier to recognize data, researcher included code in each data. Here are the codes:

1. (Co) refers to consultative registers,
2. (Ca) refers to casual registers,
3. (A) refers to affective meaning and
4. (S) refers to social meaning.

Example:

1. Types of Registers

    Datum 01 (Co1)

    Note:

    01   : Data Number

    Co   : Consultative Register

Datum 07 (Ca7)

Note:

07   : Data Number

Ca   : Casual Register

2. Meaning Types of Registers

Datum 01 (A1)

Note:

01   : Data Number

A   : Affective Meaning

Datum 05 (S5)

Note:

05   : Data Number

S   : Social Meaning