

CHAPTER III RESEARCH METHOD

This section presents research methods which have been divided into types of research, object of the research, subject of the research, data and data sources, data collection techniques, data validity, and data analysis techniques.

A. Type and Research Design

The type of this research employs a qualitative methodology as it focuses on descriptive analysis. The method relies on data primarily expressed through descriptions, words, opinions, and similar forms. It is particularly suitable when investigating individuals or groups as research subjects. According to Lambert (2013) the goal of qualitative descriptive studies is a comprehensive summarization, in everyday terms, of specific vents experienced by individuals or groups of individuals. This method included in content analysis research. This research is qualitative research because this research produces a description of the analysis of request strategies both in terms of strategies and functions.

In this research, a qualitative methodology is essential for investigating the request strategies and their functions, which constitute the central focus. Consequently, an approach that addresses the subject matter directly is necessary to accomplish the research goals. Thus, the researchers employed a qualitative approach to examine and describe the request strategies and their functions as observed in the comments left by users on EXO's YouTube videos. This qualitative approach is suitable for comprehensively elucidating the data in this study.

The researcher employed content analysis as the research design in this study. The data was derived from the requests expressed by users in the comments section of EXO's YouTube videos. Content analysis is commonly used to analyze textual data within a study. Specifically, qualitative content analysis was utilized in this research. According to Krippendorff (2004), content analysis is a research technique that aims to derive replicable and logical conclusions from text or other materials within their respective contexts of use. It is essential for content analysis to maintain objectivity and systematicity.

B. Object of the Research

The objects of this research request speech act uttered by YouTube users in EXO YouTube comments.

C. Subject of the Research

The subject of this study is the users of YouTube in EXO YouTube comments. Here the users of YouTube were used as a subject in the study because they have utterances containing request speech act addressed to EXO.

D. Data and Data Source

Data, according to Bogdan & Bilken (1992), refers to the raw materials that researchers collect from the world they are investigating; they are the specifics that constitute the foundation of analysis. Interviews, transcripts, participant observation, and field notes were among the resources that people doing the study actively recorded. The data are excerpts containing speech act of request. The data study discovered 97 utterances that included in requests. The data source for this data is request comments written by YouTube users on the EXO's channel.

E. Data Collection Technique

The data collection technique used by the researcher is documentation technique. According to Bungin (2017), the documentation technique was a way for collecting data and storing it in the form of documentation. Documentation refers to gathering data for a study that involves searching for information in the form of a textbook, a research report, a newspaper, a magazine, a journal, websites, television, and radio broadcasts related to the study. The chosen methodology addresses the research questions with data from the user requests found in EXO's YouTube comments. Within a span of two months, from February to March, data for the study was gathered through nine videos of EXO's channel. The data collection process involves several sequential steps, including:

- 1) The researcher searching for EXO YouTube channel
- 2) The researcher watching the videos in EXO YouTube channel
- 3) The researcher reading the comments uttered by YouTube users of the videos
- 4) The researcher underlining request utterances
- 5) After all the data has been in written form, the researcher will be selecting the users' utterances that contain speech act of request
- 6) Finally, the researcher using the request strategies proposed by Trosborg (1995), and the functions of request proposed by Brown & Levinson (1987).

F. Data Validity

Data validity refers to the extent to which the data collected accurately measures what it is intended to measure. There are different types of data validity that can be considered, including: content validity, construct validity, face validity, and criterion validity. In this study uses content validity. It involves expert judgment to determine if the content of the instrument adequately covers the relevant aspects of the construct. This study uses this type because this expert judgment validity is particularly important when collecting factual information related to the knowledge and practices of certain subjects. According to Cooke & Goossens (1999), expert judgment is crucial in research. It is considered a form of scientific data and offers structured methods for its utilization. Expert review is valuable for accessing and comprehending relevant data. To check the validity of this study, Besides the researcher herself as the person in charge of this research, the researcher also added an expert judgment of Prof. Endang Fauziati, M. Hum., as the supervisor and the faculty member in the Department of English Education at the Muhammadiyah University of Surakarta. Her expertise will be relied upon to validate the available data.

G. Data Analysis Technique

The data analysis of the text consists of dividing the data into groups of sentences called text segments and determining the meaning of each group of sentences. Instead of employing statistical methods, researchers interpret words, videos, or images to describe the core phenomenon under investigation. This descriptive approach may result in characterizing a person or location (Creswell, 2009). For this particular study, the researcher applied Trosborg's theory (1995) to analyze the strategies of requests and Brown & Levinson's theory (1987) to examine the function of requests utilized by YouTube users on EXO's channel.

Based on the details in this section, the researcher employed a summary table to outline the research methodology used in this study, as illustrated below:

Table 3.1 Summarized of the research method

No	Research Question	Data and Data Source	Data Collection Technique	Data Analysis Technique	Research Theory
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1)	Request Strategies	Excerpts containing request speech act from EXO YouTube comments.	Qualitative method with documentation technique	Using Trosborg (1995)	Request strategies by Trosborg (1995)
2)	The functions of request	Excerpts containing request speech act from EXO YouTube comments.	Qualitative method with documentation technique	Using Brown & Levinson (1987)	The function of request by Brown & Levinson (1987)