CHAPTER III

METHOD OF INVESTIGATION

This chapter explains the research method that implemented in this study. It covers the research design, the source of data, technique of data collection and technique of data analysis.

A. Research Design

This study was descriptive qualitative research.it is a type of research which does not include any calculation or enumeration. It is a research which is data in the form of written and oral word is descriptively analysed. Based on this, the type of study is descriptive, since the data are not enumerated but they are written and oral words (Moelong, 2012: 2)

Qualitative research involves an interpretive and naturalistic approach. This means that qualitative researchers study things in their natural settings, attempting to make sense or to interpret, and phenomena in terms of the meanings people bring to them (Denzin and Lincoln, 2003: 3)

In this research the writer used descriptive qualitative. It was suitable to investigate the problems. The technique of data collection is documentation helped the writer to get information.

B. The Source of Data

The writer used screening of dialog online shop in social media. The data compares words and sentences included in printed material used in

Online shop's language at social media and the source of data is the dialogue between the buyer and custumer.

C. Technique of Data Collection

Creswell (2014: 256-258) states that there are several types of qualitative research. These types of information such as observation from documentation in onlne shop socialmedia. The writer used technique of data collection as follow:

a. Documentation

The writer had been take the data in form dialogue, and the documentation in the form of photos that contain transactions selling or buying goods in socialmedia.

D. Technique of Data Analysis

According to Sudaryanto in Muhammad (2011: 247), the segmenting immediate constituents technique (*Teknik Bagi Unsur Langsung*) which is used by the writer belongs to distributional method. The writer to analyze the data into some parts in elementing. The following steps are used in alayzing the data:

   a. Screened capture the data of the socialmedia

   b. Divided all the data in socialmedia of words

   c. Rewrote each word and sentences

   d. Identifed the parts of the register

   e. Described the comparation language

   f. Drew conclusion.