

CHAPTER 3

RESEARCH PROCEDURES

The methodological framework used in this study is described in this chapter. It provides an explanation of the kind of research that was done, the sources that were used to gather data, and the steps taken to collect the data. The analysis of the gathered data to answer the study questions is also addressed in this chapter. To give an accurate and comprehensive understanding of how and where the research was conducted, the time and location of the research implementation are also given.

A. Method of the Research

This study used a qualitative research design. Qualitative design is an approach to conducting research which facilitates researchers to explore an issue or phenomenon more deeply from several data sources presented by (Baxter & Jack, 2015). The researcher used an exploratory case study to explore deeper data sources from the opinions of willing participants. An exploratory case study is the right type of case study for this research on swear words because it can provide an initial understanding and serve as a basis for further research. This is useful for researcher because it can reveal the dynamics of communication between EFL learners by building usage patterns in a socio-cultural context and norms that will affect people's perceptions of a complex phenomenon, such as the research topic to be presented. In line with the expert's statement that an exploratory case study is one of the case studies that is the first step of a research to understand a complex phenomenon or issue so that the case presented must be easy to understand and provide a lot of insight because the main focus of this case study is to explore a phenomenon and focus on maximum understanding so that the results can be the basis for further research (Tellis, 1997).

B. Focus of the Research

The use of swear words in a conversation within the scope of EFL learners is a challenge in itself when it comes to communicative dynamics which

can highlight the context of use in language socially and culturally. This research focuses on the patterns (structure) and functions (purpose and reason) of swear words that form communicative dynamics in contexts of differing cultural sensitivities. In line with this, the discourse analysis method assisted by Dell Hymes' approach model theory can be a systematic framework to explore and explore the patterns and functions of various variations in swear words obtained from Social Media.

C. Setting and Participants

This research was conducted at Tasikmalaya City, precisely at an instance, namely at the University of Siliwangi. The participants selected were students of class 2022 with total of 22 people in the English Education Department (EED) at University of Siliwangi in Tasikmalaya City. The researcher has chosen these participants because they are more fluent, active, brave, and reluctant in speaking English. In line with that statement, they generally demonstrate greater confidence when they say the sentences they want to say, so that when they say and express swear words, they tend to understand and emphasize what they want to convey through the swear words.

In order to better understand how swear words are used, this study starts by looking at the different ways that swear words are used in social media comments by netizens. Finding trends, patterns, and general problems related to language in daily life was the goal. The researcher might reduce the study's focus to the setting of learning English as a Foreign Language (EFL) by identifying the key pertinent concerns from this overall data. This approach is used in order to provide a more concentrated and solid basis for the analysis of the patterns and functions of swear words.

The department and university selected for this study were also matched to the topic. This choice was made with the hope that the institution would be able to offer a range of viewpoints and experiences to help the research continue. Furthermore, the selected majors are known for their great speaking and

communication abilities, which aligns with the research's emphasis on the dynamics of communication in EFL learners' interactions.

D. Data Collection

This study relies on primary data and secondary data to collect data where primary data is used to find patterns and function of swear words, then secondary data to support primary data. In primary data, the researcher obtained data using the questionnaire method because by using this method as a form of data collection, researchers will be able to see how a person's perception is related to itself and others. In line with statements from expert who say that the need for questioners to collect data in a study is useful for researchers who want to know how people react to the world about them or how they react to a change they want to make (Sinclair, 1975). This questioner method carried out using the Google Form platform because the platform is very flexible so that the links in the Google Form can be distributed to participants efficiently and effectively. In line with Raju & Harinarayana (2016) that Google Form can reach a large population of participants because of the flexibility of the Google Form platform. The link from the Google Form ready to be distributed on social media platforms for participants who have been selected to make it easier and more practical.

Data collection with this questionnaire used open ended questions which focus more on the experiences, perceptions and opinions of participants. Answering open ended questions really involves understanding the participant and the success of the answer to the open ended question depends on the participant itself because the participant must be able to process the question text carefully and understand very well (Ozuru et al., 2013). So that the results or answers obtained have specific elements and are also relevant to the topic of the question asked. This open ended question assisted by the theoretical approach of Hymes (1972) as cited in Ray & Biswas (2011) regarding ethnography of communication to develop questionnaire questions. In his research, he revealed that the "SPEAKING" model approach which has the concept of communication competence can describe a person's ability

to use a language effectively which is in accordance with certain social and cultural contexts.

The "SPEAKING" model approach is based on the theory of Hymes (1972):

a) Setting and Scene

A background context or place where swear words are used. For example, in-person interactions in the classroom or online interactions through applications.

b) Participants

Refers to the people involved in a conversation. In the context of this research, the participants are EFL learners.

c) Ends

The intent or purpose in the context of this study refers to the clarity when using swear words by EFL learners. For example, to express anger, just for humor or jokes, emphasize closeness or give a certain response according to the level of understanding between the two parties speaking.

d) Acts Sequence

This leads to the flow and structure of using swear words, such as when the swear words will be uttered and how the response will be delivered.

e) Key

This refers to the tone or atmosphere in which the conversation takes place. For example, using swear words when the conversation is tense, serious or joking. It aims to find out whether tone or atmosphere or intonation can influence EFL learners' responses when in a conversation.

f) Instrumentalities

The medium of communication used for EFL learners. For example, face-to-face or online through mobile apps can affect the way these swear words are received or responded to by EFL learners.

g) Norms

This relates to the rules or social norms that apply in the community regarding the use of swear words to assess whether EFL learners understand the context of the use of these Swear words or not.

h) Genre

This refers to the style of speech used during the conversation such as using casual conversation or formal discussion which might influence EFL learners to understand and accept swear words according to the context and purpose.

In the secondary data, the researcher obtained a lot of data from comments on Social Media in the period from the end of 2024 to March 2025. One of the platforms that netizen often use when they want to watch videos is the YouTube platform. The platform provides a lot of up-to-date information such as related to the Free Meal issue (<https://youtu.be/xCt-UHyNuxU?si=WhqFQnEd8WeQ943n> dan <https://youtu.be/9Zd7LpQL1XU?si=-Q3QPtoMhZfwhccH>) and the Indonesian Gen Z Crisis (<https://youtu.be/j0R4yRGvf-0?si=xrMNGLfCzGBr4NVV>) which are being hotly by netizen. Apart from the YouTube platform, researchers obtained data from another platform called X. On this platform, most information sources are the result of threads from many people to channel articles whose data has been validated. The researcher identified trending issues on the platform with the keyword Pig Head (<https://x.com/scmpnews/status/1903046817090244880?s=46>) and the hashtag IndonesiaGelap (<https://x.com/cmoanacrystalz7/status/1902583486126682469?s=46> and https://x.com/kyuuz_iie/status/1904069242925801590?s=46) . Which of the 4 keywords that have been observed in the videos and articles from the two platforms above, many have given rise to various kinds of negative comments that have the potential to explore variations in data patterns regarding Swear words.

E. Data Analysis

This study analyzed data using a method called discourse analysis. Discourse analysis is one of the analysis methods that can analyze and explore the content and meaning contained in a language as well as assess how a person thinks when using language, especially in aspects of social and cultural life. In line with this statement, according to Burr (1955) as cited in Gill (2000) it is stated that discourse analysis focuses on how a person thinks, speaks and behaves about something that is actually formed from the results of social construction through language and culture and how it can form real actions in society.

Because the data obtained consists of speeches in comments on social media and opinions from students, this method is suitable for use because it can find out how a language is interpreted, reveal the social function of a speech, and expolarize the deep meaning by looking at the structure, word choice and also the social context of a speech. This method used approach from Dell Hymes' theory, namely the 'SPEAKING' model approach which provides a systematic framework to unravel the elements in an interaction in order to understand the patterns and functions of speech contextually and relate them to the social and ideological functions of the language used.

F. Time and Place of the Research

This research was conducted at the University of Siliwangi, specifically in the English Education Department located in Tasikmalaya. The participants involved were the 2022 batch students of the English Education Department. The data collection was carried out in two stages. First, the questionnaire was distributed and filled out by the participants in April 2025. Second, the data from social media were collected through comments on YouTube and X, which were gathered on March 2025. These timeframes allowed the researcher to obtain both participants' perceptions and real examples of swear words usage in online interactions relevant to the research topic.

Tabel 3. 1 Research Schedule

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