CHAPTER III

RESEARCH METHOD

3.1 Method of The Research

The research undertaken in this study adopts a descriptive qualitative approach, emphasizing the significance of research tools in elucidating the phenomena under investigation. Operating within the realm of qualitative methodology, the study engages in a thorough examination of data results through the prism of descriptive elements, encompassing a diverse array of linguistic artifacts such as words, phrases, and utterances. Drawing upon the insights of Kothari (2004:2), the primary objective of descriptive research is to meticulously characterize and document all pertinent occurrences and phenomena that emerge within the scope of observation and experience.

In accordance with this delineation, the present study strives to capture the richness and complexity of linguistic expression within its chosen research context. By meticulously cataloging and analyzing various linguistic phenomena, the study aims to offer a comprehensive portrayal of the intricacies inherent in the subject matter. Moreover, the utilization of qualitative methodology enables the researcher to delve deeply into the nuances of language usage, facilitating a nuanced understanding of the underlying dynamics at play.

In essence, the adoption of a descriptive qualitative approach in this study serves as a methodological framework for unpacking and interpreting the multifaceted nature of linguistic phenomena. Through the meticulous examination of research tools and data findings, the study endeavors to contribute to the broader discourse surrounding the intricacies of language usage and communication.

3.2 Data and Source of The Data

The writer chooses to use the Netflix Series *Never Have I Ever Season 1* as a source of data to analyze slang words and presents a fascinating opportunity to explore contemporary

language usage within a specific cultural context. The series offers a rich and diverse array of characters, each with their own unique speech patterns, slang terms, and linguistic idiosyncrasies. The research's data consists of characters' slang words and phrases depicted by the characters in the Netflix Series *Never Have I Ever Season 1*.

Never Have I Ever is a coming-of-age comedy-drama series on Netflix created by Mindy Kaling and Lang Fisher. Set in California, the show revolves around Devi Vishwakumar, an Indian-American teenager navigating the complexities of high school, friendships, and family life. The series premiered in April 2020 and has garnered widespread acclaim for its witty writing, authentic portrayal of teenage experiences, and diverse representation. By analyzing slang words in the context of *Never Have I Ever Season 1*, researchers can gain valuable insights into the dynamic nature of language, the role of slang in shaping cultural identity, and the ways in which language reflects and influences social interactions within contemporary society.

3.3 Technique of Collecting and Coding the Data

The process of collecting data from the series *Never Have I Ever Season 1* involves a meticulous and systematic approach aimed at capturing the nuances of language usage within the narrative. This methodological framework incorporates various techniques to ensure a comprehensive examination of linguistic phenomena portrayed in the series.

When dealing with non-human data sources like novels, songs, and movies in qualitative descriptive research, Saldaña provides comprehensive techniques. The process begins with defining the research questions and selecting relevant non-human sources. After gathering the materials, an initial review is conducted to understand the content. An analytical framework is then developed, often involving thematic, narrative, or discourse analysis. A coding scheme is created to categorize the data, identifying recurring themes and patterns. A detailed analysis follows, applying and refining the coding scheme. The coded data is synthesized to identify

overarching themes, ensuring rigor through strategies like triangulation, peer review, and maintaining an audit trail. Saldaña emphasizes the iterative nature of coding and the importance of researcher reflexivity to minimize biases (Saldaña, 2016).

To analyze slang usage in *Never Have I Ever* Season 1, the writer follows Johnny Saldaña's techniques. Firstly, the writer engages in multiple viewings to immerse in the dialogue and interactions, focusing on slang terms, colloquialisms, and other linguistic features, noting their frequency, context, and connotations. Systematic note-taking is crucial, documenting specific examples of slang words and phrases along with their contexts and interpretations.

Utilizing data coding techniques, the writer categorizes observations, assigning codes to identify slang terms, character interactions, or thematic elements, which helps streamline the analysis process and identify patterns. Consultation with experts in linguistics or cultural studies enriches the data collection, providing additional perspectives on the linguistic phenomena portrayed.

To ensure accuracy and reliability, the writer cross-references observations with the series' script, validating findings through comprehensive scrutiny. This rigorous, methodical approach, combining careful observation, note-taking, data coding, and consultation, aims to uncover the socio-linguistic dynamics and cultural significance within the series' dialogue and interactions, following Saldaña's systematic techniques (Saldaña, 2016).

3.4 Technique of Analyzing The Data

Following the meticulous collection of data, the next stage of the research process covers a detailed examination of the gathered material. This analytical attempt is carried out methodically, to create a full description and establish the complex connections that exist within the issue under consideration. Using the descriptive qualitative approach, this study delves into an extensive range of data collected from the Netflix series *Never Have I Ever* Season 1, aiming to uncover the subtle nuances within the dialogue and relationships depicted.

Guided by Mattiello's (2008) classification system for slang word formation processes, the analysis discerns and categorizes various slang terms utilized throughout the series. These slangs are meticulously classified into distinct categories such as Acronym, Blending, Clipping, Compounding, Prefixation, Suffixation, Infixation, Final Combining Forms, Conversion, Back-formation, Reduplicative, Semantic Shift, Reversed Forms, Variation, Word Manufacture, and Fanciful Formation. This structured framework provides a comprehensive understanding of the diverse linguistic expressions employed within the narrative. Furthermore, aligned with the research topic and objectives, this study not only examines the slang word development processes in *Never Have I Ever* but also explores and explicates the meanings of these slang words.

Drawing upon the insights of Morse (1996), advocates for a structured approach to thematic analysis in qualitative research, aiming to uncover clear themes and patterns from data to derive meaningful interpretations. Her method begins with data familiarization, involving repeated readings and viewing to grasp the data's content, nuances, and contextual intricacies. Morse recommends starting coding with open coding, where meaningful segments of data are identified and labeled as codes to represent key concepts or themes. Subsequently, these codes are organized into broader themes and patterns that capture the essence of the data and reflect emerging central ideas. Thematic mapping is then employed to visualize relationships between themes and sub-themes, creating a coherent narrative or conceptual framework. Throughout this process, Morse emphasizes verification and interpretation to ensure the coherence and consistency of themes across the dataset and their relevance to the research questions. This systematic approach enables researchers to uncover, organize, and interpret underlying meanings and patterns within qualitative data systematically, facilitating insightful conclusions.

In essence, the analysis process unfolds as a rigorous and systematic exploration of the collected data, guided by the principles of descriptive qualitative research. Through meticulous classification, interpretation, and validation, the analysis aims to unravel the complexities of slang usage within the series, shedding light on its structural properties, semantic nuances, and socio-cultural implications.

3.5 Representing the Data

Representing data and analysis from the series *Never Have I Ever Season 1* involves the translation of collected information into an organized and coherent format that facilitates interpretation and understanding. This process encompasses various techniques aimed at presenting data in a visually accessible and comprehensible manner, while also providing insightful analysis and interpretation.

Tracy's (2013) qualitative research methodology, particularly in analyzing and representing data from books and movies, encompasses several intricate techniques. She advocates for thematic coding, a systematic approach to identifying and labeling recurring themes or patterns within textual and visual data. This method enables researchers to uncover narrative motifs, character developments, and thematic elements prevalent in both literary works and films. Additionally, Tracy emphasizes narrative analysis, which centers on understanding the structural elements and storytelling techniques used by authors and filmmakers to convey meaning and evoke emotions. Her approach also includes frame analysis, particularly valuable for analyzing visual media like movies, where researchers examine specific scenes or shots to interpret visual compositions and symbolic representations. Tracy integrates visual coding techniques as well, allowing researchers to categorize and interpret visual data based on thematic and narrative criteria. Throughout these methods, Tracy emphasizes the significance of interpretation and synthesis, urging researchers to contextualize coded themes and visual elements within the broader narrative context.

One aspect of representing data involves organizing and categorizing slang word formation process terms identified within the series according to predefined criteria, aligning with qualitative methodologies proposed by Tracy (2013). This includes grouping terms based on their linguistic characteristics, contextual usage, or thematic relevance into categories such as Acronym, Blending, Clipping, Compounding, and others as outlined by Mattiello (2008). Tracy's approach emphasizes thematic coding and narrative analysis, which can be applied to classify these terms and provide detailed explanations alongside contextual information.

Visual aids such as tables, charts, or matrices, advocated by Tracy for visual coding techniques, are utilized to display this categorization, facilitating comparison and analysis of different types of slang within the narrative context. Additionally, incorporating textual excerpts or dialogue snippets from *Never Have I Ever* Season 1 illustrates the usage of slang terms in context, grounding the analysis in specific scenes and interactions. This approach enriches the understanding of slang usage within the series, highlighting its significance in conveying character traits, interpersonal dynamics, and thematic elements. Through Tracy's methodology, the representation of data becomes a comprehensive and visually engaging presentation that enhances insights into how slang contributes to character identities, narrative themes, and cultural dynamics in the series.