

CHAPTER III

RESEARCH METHOD

This Chapter describes of research method which is applied in the research. The explanation and the Chronicles are as follows: Research Design, Research Participants, Research Setting, Research Instruments, Data Collection Procedure, Data Analysis Technique, Trustworthiness of Data, and Ethical Consideration

A. Research Design

This study that will be conducted employed a quantitative research approach using a descriptive research design. Quantitative research is appropriate because the study aims to collect numerical data and analyze the results statistically to describe English Education students' understanding of profanity-based intensifiers in informal English media. The data were collected through a structured questionnaire distributed using Google Forms and analyzed using descriptive statistical techniques. According to W. Creswell and D. Creswell (2018), quantitative research is an approach for testing objective theories by examining the relationship among variables. These variables are measured using research instruments so that numerical data can be analyzed through statistical procedures. Quantitative research enables researchers to obtain objective findings based on measurable evidence collected from a relatively large number of participants.

Similarly, Ary et al. (2019) state that quantitative research emphasizes the collection and analysis of numerical information to describe phenomena or examine relationships among variables. The findings are presented statistically to provide an objective description of the research problem. The present study adopts a descriptive quantitative design because its primary purpose is to describe the level of students' understanding of profanity-based intensifiers rather than to manipulate variables or investigate cause-and-effect relationships. According to Creswell and Creswell (2018), descriptive research is designed to describe the current status of a phenomenon by collecting data from a sample that represents a particular population. This design is appropriate because the researcher intends to examine

students' understanding as it naturally exists without providing any treatment or intervention.

In this study, the researcher also collected supporting information regarding students' exposure to informal English media. Exposure was measured to provide a clearer description of respondents' experiences with authentic English communication through movies, television series, video games, streaming platforms, and social media. However, the main focus of the study remained students' understanding of profanity-based intensifiers encountered in those media. The dependent variable, students' understanding of profanity-based intensifiers, was operationalized through five indicators. The first indicator is lexical interpretation, referring to students' ability to recognize the meanings of profanity-based words and expressions. The second indicator is grammatical interpretation, referring to students' ability to identify the grammatical function of profanity-based intensifiers within sentences. The third indicator is contextual interpretation, referring to students' ability to infer meanings based on the surrounding linguistic and situational context. The fourth indicator is pragmatic interpretation, referring to students' ability to identify the communicative purposes of profanity-based intensifiers, such as expressing emphasis, surprise, frustration, or admiration. The fifth indicator is perceived understanding, referring to students' self-reported confidence in understanding profanity-based intensifiers encountered in informal English media.

Data were collected using a questionnaire consisting of four sections. The first section gathered respondents' demographic information. The second section collected information regarding respondents' exposure to informal English media. The third section consisted of objective multiple-choice questions designed to measure lexical, grammatical, contextual, and pragmatic interpretation of profanity-based intensifiers. The final section employed a five-point Likert scale to measure respondents' perceived understanding of profanity-based intensifiers.

The collected data were analyzed using descriptive statistics, including frequencies, percentages, mean scores, and standard deviations. Responses to the objective

comprehension questions were scored based on the number of correct answers, while responses to the Likert-scale statements were analyzed using mean scores to determine respondents' overall level of perceived understanding. The findings were presented in tables and figures to provide a comprehensive description of English Education students' understanding of profanity-based intensifiers in informal English media.

Based on these considerations, a descriptive quantitative research design was considered the most appropriate method for addressing the research objectives because it allows this research to obtain measurable, objective, and systematic data regarding students' understanding of profanity-based intensifiers encountered in authentic English communication.

B. Research Setting

This study was focused among undergraduate students in Indonesia and enrolled in various programs, that include English Education Department and English Literature, because some of them are expected to possess sufficient English proficiency and are frequently exposed to authentic English communication through academic activities as well as digital media.

The English Education Department was selected as the research setting because its students regularly interact with English in both formal and informal contexts. In addition to learning English through classroom instruction, students frequently access English-language media such as movies, television series, video games, streaming platforms, podcasts, and social media. These media contain authentic English expressions, including slang, idioms, colloquial language, and profanity-based intensifiers that are rarely discussed in formal language classrooms. Consequently, English Education students represent an appropriate population for investigating the understanding of profanity-based intensifiers in informal English media.

The participants of this study consisted of undergraduate students from various academic semesters within the English Education Department. Including students from different semesters provides a broader representation of English learners with varying levels of academic experience and language proficiency. This diversity allows this research to obtain a more comprehensive description of students' understanding of profanity-based intensifiers. The research was conducted during the academic year 2026/2027. Data were collected online through Google Forms, allowing respondents from different higher education institutions to participate. The online questionnaire enabled respondents to complete the survey at their convenience while maintaining the confidentiality and anonymity of their responses.

Google Forms was selected as the primary data collection platform because it provides an efficient and practical means of distributing questionnaires, automatically records responses, and exports the collected data into spreadsheet format for statistical analysis. Furthermore, online data collection reduces administrative costs, minimizes manual data entry errors, and allows respondents to participate regardless of their physical location. The questionnaire was distributed through online communication platforms commonly used by university students, including WhatsApp groups and other academic communication channels. Before completing the questionnaire, respondents were provided with an informed consent statement explaining the purpose of the study, the voluntary nature of participation, the confidentiality of the collected data, and the intended academic use of the research findings.

Only respondents who agreed to participate voluntarily were allowed to proceed with the questionnaire. Overall, the selected research setting was considered appropriate because it provided access to participants who regularly encounter authentic English communication in both academic and digital environments. This setting supports the objective of describing English Education students' understanding of profanity-based intensifiers encountered in informal English media.

C. Population, Sample, and Sampling Technique

1. Population

Population refers to the entire group of individuals possessing characteristics relevant to the objectives of a research study. According to Creswell and Creswell (2018), a population is a group of individuals who share common characteristics from which researchers select participants for a study. Similarly, Ary et al. (2019) define a population as the complete set of individuals or elements that meet predetermined criteria established by the researcher.

The population of this study consisted of undergraduate students enrolled in English Education Departments at universities in Indonesia. This population was selected because English Education students regularly interact with English through formal instruction and informal digital media. As prospective English teachers, they are expected to possess adequate English proficiency while also being exposed to authentic English communication in various media, including movies, television series, video games, streaming platforms, and social media.

Because the exact number of undergraduate English Education students across Indonesian universities is unknown and continuously changing, this research focused on obtaining respondents who fulfilled the inclusion criteria established for this study.

2. Sample

A sample is a subset of the population selected to represent the characteristics of the larger population. According to Creswell and Creswell (2018), a sample consists of participants selected from a population to provide information relevant to the research objectives. Sampling enables researchers to investigate a manageable number of participants while drawing conclusions about the target population.

The sample of this study consisted of active undergraduate students enrolled in English Education programs and other at several universities in Indonesia who voluntarily participated in the online questionnaire.

To ensure that the collected data were relevant to the objectives of the study, respondents were required to satisfy the following inclusion criteria:

- 1) Be an active undergraduate students.
- 2) Have experience consuming English-language media, such as movies, television series, video games, YouTube videos, podcasts, or social media.
- 3) Be willing to participate voluntarily by completing the informed consent section before answering the questionnaire.
- 4) Complete all sections of the questionnaire.

Responses that were incomplete, duplicated, or submitted by participants who did not satisfy these criteria were excluded from the final data analysis.

The number of respondents included in the study was determined by the availability of participants who met these criteria during the period of data collection.

3. Sampling Technique

This study employed purposive sampling combined with convenience sampling. According to Etikan, Musa, and Alkassim (2016), purposive sampling is a non-probability sampling technique in which researchers intentionally select participants who possess characteristics relevant to the objectives of the study. In the present research, purposive sampling was applied because only undergraduate students enrolled in English Education programs and other programs were considered eligible to participate.

In addition, convenience sampling was employed because the questionnaire was distributed online through Google Forms using academic communication networks and social media platforms. Convenience sampling allows researchers to collect data from participants who are readily accessible and willing to participate (Creswell & Creswell, 2018). This approach was considered appropriate because respondents were recruited from multiple universities located in different regions,

making probability sampling impractical within the available time and resources.

The combination of purposive and convenience sampling ensured that respondents possessed characteristics relevant to the research objectives while also allowing efficient data collection through online distribution.

4. Sample Size

The researcher distributed the questionnaire to undergraduate students enrolled in English Education and other programs at several universities in Indonesia. The minimum number of respondents targeted for this study was 30 participants, as this number is generally considered adequate for descriptive quantitative analysis and preliminary statistical procedures (Creswell & Creswell, 2018).

Nevertheless, obtaining a larger number of respondents was expected to improve the representativeness and reliability of the findings. Therefore, this research continued distributing the questionnaire throughout the data collection period until an adequate number of valid responses was obtained.

D. Data Collection Technique

A research variable is a characteristic or attribute that can be measured or observed in a study. According to Creswell and Creswell (2018), variables are measurable characteristics that researchers investigate to answer research questions and achieve the objectives of a study. Variables enable researchers to collect data systematically and analyze relationships or describe specific phenomena. This study employed two research variables: an independent variable and a dependent variable.

1. Independent Variable (X)

The independent variable in this study is exposure to informal English media. Exposure refers to the frequency and extent to which students encounter authentic English communication through digital and entertainment media outside the formal classroom environment. Informal English media include movies, television series, video games, YouTube videos, podcasts, streaming platforms, and social media. These media frequently contain authentic English expressions such as slang, idioms, colloquial language, and profanity-based intensifiers. Continuous exposure to these media provides opportunities for students to encounter English vocabulary and expressions naturally through incidental learning.

In the present study, exposure to informal English media was measured using multiple-choice questions in Section 2 of the questionnaire. The questions gathered information regarding respondents' media consumption habits, frequency of exposure, sources of English profanity, and experiences in encountering profanity-based expressions.

2. Dependent Variable (Y)

The dependent variable in this study is students' understanding of profanity-based intensifiers in informal English media.

Understanding refers to students' ability to recognize, interpret, and comprehend profanity-based intensifiers encountered in authentic English communication. Rather than merely recognizing swear words, students are expected to understand their meanings, grammatical roles, contextual interpretations, and communicative functions.

To obtain a comprehensive description of students' understanding, this variable was measured through two complementary forms of assessment.

The first assessment consisted of objective multiple-choice questions designed to

measure respondents' actual understanding of profanity-based intensifiers.

The second assessment consisted of Likert-scale statements measuring respondents' perceived understanding and confidence when interpreting profanity-based intensifiers encountered in informal English media.

The combination of objective comprehension items and self-report statements provides a more comprehensive measurement of students' understanding than relying on a single type of instrument.

E. Operational Definition of Variables

An operational definition explains how each variable is measured in practice. According to Ary et al. (2019), operational definitions translate theoretical concepts into measurable indicators that can be observed and analyzed through research instruments.

In this study, the variables were operationalized as follows.

1. Operational Definition of Exposure to Informal English Media

Exposure to informal English media refers to respondents' experiences in consuming English-language content outside formal classroom instruction. This includes movies, television series, video games, YouTube videos, podcasts, streaming platforms, and social media.

Exposure was measured using multiple-choice questions that asked respondents about:

- frequency of consuming English-language media
- types of media most frequently accessed
- average duration of media consumption
- frequency of encountering English profanity
- primary sources of profanity-based expressions

The responses provide descriptive information regarding respondents' exposure to authentic English communication.

2. Operational Definition of Students' Understanding of Profanity-Based Intensifiers

Students' understanding of profanity-based intensifiers refers to respondents' ability to correctly interpret the meanings and communicative functions of profanity-based intensifiers encountered in authentic English communication.

In this study, understanding was operationalized through five indicators.

a. Lexical Interpretation

Lexical interpretation refers to students' ability to recognize and understand the meanings of profanity-based words and expressions. Students demonstrate lexical interpretation when they correctly identify the meaning of vocabulary items or idiomatic expressions containing profanity.

Example indicators include:

- identifying the meaning of profanity-based idioms
- recognizing the meaning of individual profanity-based expressions

This indicator was measured using objective multiple-choice questions.

b. Grammatical Interpretation

Grammatical interpretation refers to students' ability to identify the grammatical role of profanity-based intensifiers within sentences. Rather than focusing solely on vocabulary meaning, this indicator measures whether respondents recognize how profanity functions grammatically in authentic English communication.

Example indicators include:

- identifying profanity functioning as an adjective intensifier
- distinguishing profanity functioning as an interjection
- recognizing profanity functioning as a noun modifier

This indicator was measured using objective multiple-choice questions.

c. Contextual Interpretation

Contextual interpretation refers to students' ability to infer the intended meaning of profanity-based expressions according to the surrounding linguistic and situational context. Students are expected to consider the conversation, speaker, and situation before determining the meaning of an expression.

Example indicators include:

- interpreting profanity in dialogues
- identifying intended meanings from conversational contexts
- understanding emotional meaning based on context

This indicator was measured using dialogue-based multiple-choice questions.

d. Pragmatic Interpretation

Pragmatic interpretation refers to students' ability to recognize the communicative purpose of profanity-based intensifiers beyond their literal meanings. Students identify why speakers choose particular profanity-based expressions in authentic communication.

Example indicators include:

- expressing emphasis
- expressing surprise
- expressing frustration

- expressing admiration
- expressing emotional intensity

This indicator was measured using situational multiple-choice questions.

e. Perceived Understanding

Perceived understanding refers to respondents' self-reported confidence in understanding profanity-based intensifiers encountered in informal English media. This is different, from the things we looked at because it is just what the students think about their own understanding.

This indicator was measured using a five-point Likert scale ranging from Strongly Disagree to Strongly Agree.

Variable	Indicator	Instrument	Data Type
Exposure to Informal English Media (X)	Frequency of exposure	Multiple-choice questionnaire	Ordinal
	Types of media	Multiple-choice questionnaire	Nominal
	Sources of profanity	Multiple-choice questionnaire	Nominal

F. Validity and Reliability

The questionnaire content is validated by an English lecturer or language expert to ensure relevance and clarity.

G. Ethical Consideration

This research will inform participants that:

- participation is voluntary

- responses remain anonymous
- the study contains mild profanity for educational purposes only

Participants have the right to stop participation at any time.

H. Data Analysis Technique

Data analysis is the process of organizing, summarizing, and interpreting the collected data to answer the research questions. According to Creswell and Creswell (2018), quantitative data analysis involves preparing the data, coding responses, conducting statistical analyses, and interpreting the findings systematically. After the data collection process was completed, the researcher exported all questionnaire responses from Google Forms into Microsoft Excel. The data were then checked to identify incomplete responses, duplicate submissions, and responses that did not meet the inclusion criteria. Only valid responses were included in the final analysis.

The cleaned dataset was imported into IBM SPSS Statistics Version 30 to facilitate statistical analysis. The data analysis consisted of descriptive statistical techniques because the objective of the study was to describe students' understanding of profanity-based intensifiers in informal English media.

1. Analysis of Demographic Data

The demographic information collected in Section 1 of the questionnaire was analyzed using descriptive statistics. The variables included age, university, and academic semester.

The results were presented using frequency distribution tables and percentages to describe the characteristics of the respondents.

The percentage of respondents for each category was calculated using the following formula:

$$P = (f / N) \times 100\%$$

Where:

(P = Percentage) (f = Frequency) (N = Total number of respondents)

2. Analysis of Exposure to Informal English Media

Responses collected in Section 2 were analyzed descriptively to identify respondents' exposure to informal English media.

The analysis included:

- frequency of consuming English-language media
- types of media most frequently accessed
- average duration of media consumption
- frequency of encountering profanity-based expressions
- primary sources of exposure

The results were presented using frequencies, and percentages, generated from Microsoft Excel.

3. Analysis of Objective Understanding

Section 3 of the questionnaire consisted of objective multiple-choice questions designed to measure respondents' actual understanding of profanity-based intensifiers. Each correct answer received a score of one (1), while each incorrect answer received a score of zero (0).

The total score obtained by each respondent represented the respondent's objective understanding.

This research calculated:

- total score
- mean score
- percentage of correct answers
- standard deviation

The percentage of correct responses for each question was also calculated to identify which indicators were most and least understood by the respondents.

The objective questions measured four indicators of understanding:

- lexical interpretation
- grammatical interpretation
- contextual interpretation
- pragmatic interpretation

The results for each indicator were analyzed separately before calculating respondents' overall objective understanding.

4. Analysis of Perceived Understanding

Section 4 consisted of Likert-scale statements measuring respondents' perceived understanding of profanity-based intensifiers.

Each response was scored using a five-point Likert scale.

- Strongly Agree = 5
- Agree = 4
- Neutral = 3
- Disagree = 2
- Strongly Disagree = 1

The mean score for each statement was calculated using the following formula:

$$\text{Mean} = \Sigma X / N$$

- ΣX = Total score
- N = Number of respondents

The overall mean score was interpreted according to the following criteria.

Table below here are the Interpretation of Mean Scores:

Mean Score	Interpretation
4.21 to 5.00	Very High
3.41 to 4.20	High
2.61 to 3.40	Moderate

1.81 to 2.60	Low
1.00 to 1.80	Very Low

The descriptive statistics calculated for the Likert-scale data included:

- mean
- standard deviation
- minimum score
- maximum score

The findings were presented in tables and interpreted according to the established criteria.

5. Integration of the Findings

To obtain a comprehensive description of students' understanding of profanity-based intensifiers, the researcher compared the findings from the objective comprehension questions and the Likert-scale statements. The objective questions measured respondents' actual understanding, whereas the Likert-scale statements measured respondents' perceived understanding.

The comparison between these two forms of measurement enabled the researcher to determine whether respondents' self-reported understanding was consistent with their demonstrated ability to interpret profanity-based intensifiers in authentic English communication.

I. Research Ethics

Research ethics are essential for protecting the rights, dignity, and well-being of research participants. According to Creswell and Creswell (2018), ethical principles should guide every stage of the research process, from participant recruitment to data reporting.

1. Voluntary Participation

Participation in this study was entirely voluntary. Respondents were free to decide

whether they wished to participate without any pressure or obligation. They also had the right to discontinue their participation before submitting the questionnaire.

2. Informed Consent

Before accessing the questionnaire, respondents were presented with an informed consent statement explaining:

- the purpose of the study
- the procedures involved
- the estimated time required to complete the questionnaire
- the voluntary nature of participation
- respondents' rights as research participants

Only respondents who agreed to participate voluntarily proceeded to complete the questionnaire.

3. Confidentiality

This research maintained the confidentiality of all respondents throughout the research process. Personal information collected during the study was used solely for academic purposes and was not disclosed to any third party.

The findings are reported in aggregate form so that no individual respondent can be identified.

4. Anonymity

The questionnaire did not require respondents to provide personally identifiable information such as student identification numbers or home addresses. Each questionnaire response was analyzed anonymously to protect respondents' privacy.

5. Academic Integrity

This research conducted this study honestly, objectively, and responsibly. All theories, concepts, and previous studies used in this research were properly acknowledged through APA Style citations. This research also ensured that the data analysis and interpretation accurately reflected the responses provided by the participants without fabrication, falsification, or manipulation.