

3. METHOD

This chapter explained the research approach and data collection methods. At the end, it also explained how to collect the data.

3.1 Approach of the Study

The writer applied a qualitative method to analyze the data collected. According to Creswell and Creswell (2018), qualitative methods relied on text and illustrative data accompanied by specific steps to analyze the data. Although this method had some different characteristics, the three characteristics most relevant to the qualitative method in this study are (1) the researcher acts as the main instrument, (2) the research is conducted in a natural environment, and (3) inductive reasoning is used in the data analysis process.

The writer's method followed the characteristics of the qualitative method described by Creswell and Creswell (2018). The suitability of characteristics of qualitative methods was reflected in several aspects: (1) the researcher was directly involved in data collection and analysis, emphasizing the importance of the researcher as the main instrument; (2) the analysis was conducted based on subjects in their natural environment, namely Zoom recording a video on YouTube that described the natural context; and (3) the inductive analysis method was applied, which allowed comparison between the data obtained and the main theory used in this study.

3.2 Data Collection

The key instrument of this research was the writer. In this research, the writer obtained and analyzed the data. The writer was responsible for the process of data collection, data analysis, and interpretation based on Holmes' (2006) interactional style. Therefore, the writer controlled and directed every step of the research, from data collection to analysis and interpretation, based on relevant theories.

The writer used video data recorded from *GitLab* Unfiltered (2021), the Zoom meeting conversation titled *Product Marketing Meeting (weekly)*, which was held on June 28, 2021, and could be accessed via the *GitLab* Unfiltered YouTube channel with a duration of 42 minutes, 41 seconds. The writer used the theory proposed by Holmes (2006) on interactional style. The subject

of this research is Sid as team leader. Source of the data was a transcript of a video titled *Product Marketing Meeting* from the YouTube channel GitLab Unfiltered. The data was Sid's utterances containing interactional styles with the employees during their meeting with a duration of minimum ten seconds to two minutes taken from ScribeTube (n.d.). The units of analysis were utterances between Sid as a team leader and his employees during the meeting.

The writer limited the data by focusing on six types of key moments described in the video, namely corporate events, product announcements, what kind of announcements do we make, vs code, how are we measuring excitement levels, and do we need to add a line item for *GitLab*. Second, this study focused on 50 utterances with the minimum duration of ten seconds and the maximum duration of two minutes from six types of key moments spoken by the team leader (Sid) to his employees to allow the writer to concentrate on detailed and in-depth analyses in online meeting videos on YouTube (GitLab, 2021). Later, in the analysis stage, the writer identified which utterances showed masculine or feminine interactional styles based on Holmes' (2006) theory.

The writer applied several steps to collect data. Starting from February 2025, the writer selected the video recording of the Zoom meeting on the YouTube channel *GitLab Unfiltered* entitled "*Product Marketing Meeting (weekly) 28-06-2021*" from GitLab Unfiltered (2021) for this research and watched it several times to ensure a comprehensive understanding of the content. The writer copied the link of the *GitLab* YouTube video and put it into ScribeTube. The writer downloaded the video transcript through the ScribeTube website (ScribeTube, n.d.), which contained all the conversations between the team leader and the employees. This transcript was used as the initial data, which was then carefully matched with the video to ensure accuracy.

In the dialogue transcripts, the writer highlighted the utterances in six key moments in yellow. Each key moment was selected based on a duration criterion of a minimum of 10 seconds to a maximum of 2 minutes and a numbering system for easy identification. Sid's utterances at these six key moments were measured using a stopwatch and, after fulfilling the duration criteria, Sid's utterances were marked with a highlight and number. This numbering system used the initial letter of the speaker's name, followed by a number indicating the order of the utterances. For example, S1 indicated the first utterance from Sid as a team leader to an employee. This numbering system was designed to facilitate further analysis of the different interactional styles used by Sid. After that, all marked Sid's utterances were put into a table for analysis.

3.3 Data Analysis

To analyze this research, the writer used Holmes's (2006) theory of interactional styles to analyze *GitLab's* "Product Marketing Meeting (Weekly) 28-06-2021" Zoom meeting video recording. The analysis was conducted using three tables. The first, Table 3.1, was used to analyze the feminine interactional styles and masculine interactional styles of utterances spoken by the team leader to the employees. The utterances were provided with a numbering system to distinguish the data. The writer applied the initial S (Sid) and one digit numbering system to number each data. For example, S1 belonged to the first utterances of Sid. The writer wrote each type of interactional style into the table one by one to identify whether an utterance belongs to masculine or feminine interactional style. Then, the writer also wrote the result of this analysis into the notes column.

Table 3.2 was used to analyze Sid's utterances that had two analyses or more in one utterance. The table contained Sid's utterances with the same numbering system as Table 3.1. For example, S2 indicated Sid's second utterance. The writer wrote each type of interactional style in the table to show that utterance could fall into more than one category, such as masculine and feminine interactional styles or combination of both.

Table 3.3 was used to present the findings regarding the feminine and masculine interactional styles at six key moments identified in the team leader's utterances to employees. This table summarized the analyzed data from the team leader to the employees' interactions and provided an overview of the numbers for each category that had been analyzed. The writer used the numbers to show the total number of each feature of feminine and masculine interaction styles uttered by the team leader to employees. The table helped the writer in organizing and analyzing the data.

Last, Table 3.4 was used to present the findings regarding the words or phrases that reflected the interactional style in the team leader's utterances to employees. This table summarized in detail the data that had been analyzed from the interactions between the team leader and the employees. Each type of interactional style was discussed further in the respective subchapters. The presence of this table made it easier for the writer to analyze the data systematically and in depth.

Table 3.1

Table of Sid's Feminine and Masculine Interactional Styles Utterances

Six Key Moments	No.	Utterances	Features of Feminine Interactional Style	Features of Masculine Interactional Style	Notes

Table 3.2

Table of Sid's Utterances with Mixed Interactional Styles In a Single Utterance

Six Key Moments	No.	Utterances	Features of Feminine Interactional Style	Features of Masculine Interactional Style	Notes

Table 3.3

Findings of Feminine Interactional Styles and Masculine Interactional Styles Sid Used In Six Key Moments

Team Leader															
No.	Key Moments	Interactional Styles													
		Feminine Interactional Style							Masculine Interactional Style						
		F	SF	CO N	IN D	C	P O	AO	C O M	AI	C O N F	D	AU	TO	RO

Abbreviations :

F: Facilitative

SF: Supportive Feedback

CON: Conciliatory

IND: Indirect

C: Collaborative

PO: Person or Process Oriented

AO: Affectively Oriented

COM: Competitive

AI: Aggressive Interruptions

CONF: Confrontational

D: Direct

AU: Autonomous

TO: Task/Outcome-Oriented

RO: Referentially Oriented

Table 3.4

Analysis of Sid's Words or Phrases in Interactional Styles

Types	Words or Phrases