

CHAPTER III

METHOD OF THE STUDY

This chapter explains about the method in conducting the analysis of language used in *Indonesia Info Franchise Magazine*. In the following sections, the methods for carrying out the study are described under six headings: The Nature of the Study, Study Design, Source of Data, Data Collection, Instrumentation, Technique of Data Analysis.

3.1 The Nature of the Study

Methodology or study method is the way of getting information about the problems that will be studied and discussed by the writer. The study method can be qualitative and quantitative. While this thesis used descriptive qualitative approach which used object of study as source of data, so in this thesis the researcher used descriptive qualitative approach as study method and used a magazine as media of the study. So that, in doing this thesis, the writer collected the data from the magazine and used some books for references. In this case, the study uses *Indonesia Info Franchise Magazine*, a franchise magazine.

According to Arikunto (2006:122) research method is an effort to collect the data systematically using standard procedure. Research is made to collect the data from such kinds of events then record it, count, measure, and take note some points that are assumed important.

3.2 Study Design

Research objects are all of the data analyzed. The whole of data or population of data then must be chosen to represent the whole of them. Data refer to the scope of materials that the researcher collects from the world she or he studied. They are the particular basis of analysis (Arikunto, 2006:91). A research design, is a research plan or procedure that the researcher will get the answer of the research question stated. The study will apply a descriptive qualitative research method. Qualitative research method involves a research procedure that represents a descriptive data such as words in written or oral from the people and the behaviors that can be observed (Thomas, 2003:1).

Related to Thomas's opinion, Denzin and Lincoln (1994) in Thomas (2003:1-2) also considers that qualitative research method involves gathering and interpreting information from the viewpoint of kinds of objects, ideas, or events. They say that:

Qualitative research is multi method in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or interpret phenomena in terms of the meanings people bring to them. Qualitative research involves the studied use and collection of a variety of empirical materials-case study, personal experience, introspective, life story, interview, observational, historical, interactional, and visual texts-that describe routine and problematic moments and meanings in people's lives.

According to Bogdan and Taylor in Moleong (2002:3), qualitative research is a research procedure that represents a descriptive data such as words in written or oral from the people and the behaviors that can be observed. From the statement above we can take note that characteristic of descriptive data are non numeric collected data and in the form of

manuscript, interview, note field, photo, tape, video, private documents, etc. the aim of descriptive method is to describe and collect information about status of an existing phenomenon that is conditional (Arikunto, 1998:245). The qualitative research allows us to know people personally and to see them as they are developing their own words.

3.3 The Source of Data

As Thomas (2003:1) states qualitative research method involves a research procedure that represents a descriptive data such as words in written or oral from the people and the behaviors that can be observed.

The sources of the data in this thesis is the written documentation of the Indonesian-English code mixing in the *Indonesian Info Franchise Magazine* which are analyzed by the writer in February, March, April 2013 edition. Considering the large number of data, the writer does not take all of them, but only the articles titles that are most frequently use code mixing more frequently.

3.4 Data Collection

Since the data of this study are in the form of word and phrases, the technique used in collecting the data is documentation. Arikunto (2005:25) says that documentation method is used to find variable or something in the form of notes, transcribe, book, newspaper, magazine, and so forth. Several steps in collecting the data are done first, reading the articles in *Indonesian Info Franchise Magazine* in February, March.

April 2013 edition. They are read for several times to make sure that code mixing exists within the article.

Second, after reading, the data are identified. Then, the codes mixing that are available in *Indonesia Info Franchise Magazine* are picked out. It is necessary to underline code mixing on the forms, the kind of sentences, the position of sentences, phrases and words which available on the text. The texts containing code mixing is rewritten and classified, then identified them. The writer then wrote it on the papers or book based on their form.

3.5 Technique of Data Analysis

After tabulating, the data are identified. The data are accurately looked for the use, the social factors and the form and the reason for using Indonesian English code mixing in *Indonesia Info Franchise Magazine*. Not all the data will be analyzed. The selected data are only the data that support the statement of the problems in order to get the valid data. Then, the data containing samples of code mixing is grouped and then separated from the rest data.