

CHAPTER III

RESEARCH METHOD

It is important for a writer to determine the research method that he or she would like to use in making a research. Arranging the research method is the main step before doing the process of collecting data and analyzing them.

In this chapter, the writer discusses qualitative research which is used in this research and it contains of several parts. First, the writer explains about the nature of the research. Second, it is about the source of data. Third, tells about the procedure for data collection which is used to analyze in this research. Fourth, it describes about data analysis.

3.1 The Nature of The research

This research is naturally descriptive qualitative. It means that this research analyze the data by describing the data in details. At the same time, this research is qualitative one because the data analyzed are not in the form numbers but they are in the forms of words, phrases, or utterance or sentences.

The statements above are in accordance with Bogdan and Biklen's perspective as it cited (in Simon, 2011). He defines qualitative research as working with data, organizing it, breaking it into manageable units, synthesizing it, searching for pattern, discovering what is important, and what is to be learned, and deciding what you will tell others (1982:145). Further, according to Gray

(2007:42), qualitative research has data which rely on words, especially nouns and adjective that convey what exists.

Regarding the nature of the research and the types of data being gathered, this research constitutes a qualitative since the data is in the form of utterances which has taken from You Tube.

3.2 The Source of Data

The source of data in this research is observed through watching and listening to the video. In this case, the writer choose the video from a music program on NET TV. NET TV is a newest televesion station network in Indonesia. It has a music program named Breakout. Breakout is a music program which presents several music videos from Indonesia and abroad. This program is held from Monday through Friday at 3pm and also has two presenters who are Boy William and Sheryl Sheinafia. Both of them use two different languages which are Indonesian and English alternately in presenting the program

Thus, the writer has been downloaded a video of Breakout's program from You Tube on March 2015. The video is entitled *Breakout Cover-Boy Wiliam and Sheryl Sheinafia 23 Desember*. It has been uploaded by Netmediatama in a year ago with over than twenty thousands viewers. The video is retrieved from <https://www.youtube.com/watch?v=ouzg38HTaps>. In listening this video, the writer pays more attention in the uterance of Breakout presenters who are Boy Wiliam and Sheryl Sheinafia. In this case, the writer uses data from their utterances which contains of code switching and code mixing to be analyzed.

3.3 The Procedure for Data Collection

An analysis must have right source of data to do procedure for data collection. This research analyzes some utterances which occurred in Breakout's program. Thus, it can be taken the procedures as follows:

3.3.1 Activating the gadget

3.3.2 Downloading the video which has been chosen

3.3.3 Watching and listening the video carefully

3.3.4 Transcribing all the whole utterances which has appeared in the video

3.3.5 Observing each utterance which has appeared in the video

3.3.6 Collecting each utterance which contains of code switching and code mixing

3.3.7 Choosing the right theory that the writer uses to analyze the data

3.4 Data Analysis

After collecting several enough data, the writer does an analysis. Data analysis some times presents in several different forms such as charts, diagrams, tables, graphs, recording dialogue with accompanying comments from the investigator or critical essay and many more. Simon (2013:1) in his introductory dissertation argues that data analysis is the process of making meaning from collected data. Further, Bodgan and Biklen's view (1992:153) maintains that data analysis is the process of systematically searching and arranging the material which will use to increase its own understanding.

In order to describe the pattern or the types and the motivation of code switching and code mixing phenomena in language varieties, data was gathered in a large sample of informal conversation which has been collected through video. Thus, the writer can take a result of the research is several data in form of utterances which contains information about code switching and code mixing used by Breakout presenters.

3.5 The Procedure for Data Analysis

The writer takes some procedures in order to be able to analyze the data. They are formulated as follows:

3.5.1 Observing utterance that has been transcribed from YouTube

3.5.2 Classifying the utterance which consists of code switching and code mixing

3.5.3 Using the theories and all the information to analyze code switching and code mixing

3.5.4 Identifying the types of code switching and code mixing

3.5.5 Describing the reason why code switching and code mixing used in Breakout's program

3.5.6 Making a conclusion for this research

