

## CHAPTER III

### RESEARCH METHODOLOGY

#### A. Research Design

In conducting a research, it is important for a researcher to determine the research method that he or she would like to use. A method is a kind of systematical work plan in order to make the research work become easier, so that it can achieve its main purpose.

Considering the purpose of the research and the nature of the problem, this research is a descriptive qualitative one. It is descriptive because the objective of this study are observing and finding the information as many as possible of the phenomenon.<sup>1</sup>

The research design of this study is descriptive qualitative method since it provides a systematic, factual, and accurate description of a situation of area. Beside descriptive method, the research also applies qualitative method. This method is based on the data which are words and not about the number.

It is kind of method which is conducted by collecting data, analyzing the data, and drawing representative conclusion. In this kind of method, the data used as samples are not figures but might be some words or description of something. As started by Creswell, qualitative research is fundamentally interpretive.<sup>2</sup> This means the researcher makes an interpretation of the data. This includes developing a description of an individual or setting, analyzing data for the themes or categories, and finally making an interpretation or drawing conclusions about its meaning personally and theoretically.

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<sup>1</sup> Hariwijaya, M. and Triton P.B., *Pedoman Penulisan Ilmiah: Proposal dan Skripsi*, (Yogyakarta: Oryza, 2008), p.22

<sup>2</sup> John W. Creswell, *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*, (UK London: Sage Publications: 2003), p.182

In this case, the researcher will describe the Indonesian television advertisements and its contribution to language teaching. It is qualitative because this study written based on qualitative data. A qualitative research refers to what, how, when, of a thing is its essence and ambience.

## **B. Scope of the Study**

The researcher limits the scope of this study in order that the problems are not too wide and the research is effective. The researcher observes the spoken and written text advertisements which shown about one month from October until November 2012 in all of non civil national television stations.

From several advertisements, the researcher analyzes kinds of English-Indonesia code switching and code mixing found in the television advertisements and the following reasons why code switching and code mixing used. Most of these advertisements are directed to the teenagers and adults as the target of marketing. They are trying to sell good products with various purpose and approaches.

## **C. Source of Data**

The data are taken from several spoken and written advertisements in all of non civil television stations. There were fifty eight advertisements which were recorded during one month.

These advertisements provided sufficient data of English-Indonesia code switching and code mixing cases. English-Indonesia code switching and code mixing cases are often presented on slogan, products' feature, and characteristics, and the main message of advertisements.

They included words, phrases, and sentences in the form of both written and spoken text which contained English code switching and code mixing. Then these data are analyzed qualitatively.

The reasons for choosing these several advertisements as the source of the data are based on the fact that the advertisements are easy to

dig the data. These advertisements provides enough English-Indonesian code switching and code mixing

#### **D. Data Collection**

In terms of the way or data collection techniques, the data collection techniques can be done by observation, interviews, questionnaires, documentation, and fourth combined. As in this study, the researcher will use data collection methods as follows:

##### **1. Observation**

Observation data is qualitative in the first instance, consisting of recordings, transcriptions, and notes relating to our subjects' behavior and language. Arikunto says that an observation is a way to get information by observing and taking notes systematically about observed phenomenon. When a researcher begins role as a participant observer, he or she tries to observe everything that happens: notes and jots down thoughts without narrow, specific regard for our research problem.<sup>3</sup> In using observation method, the most effective way is completing it with the form of observation as the instrument. The arranged form consists of some items about the objects that will be observed.<sup>4</sup> The researcher observes any spoken and written advertisements which contain code switching and code mixing from several national televisions. The researcher watches and listens to the advertisements and chooses several advertisements which contain Indonesian-English code switching and code mixing.

##### **2. Recording**

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<sup>3</sup>Corrine Glesne, *Becoming Qualitative Research: An Introduction*, (New York: Pearson Education, 2006), p. 53.

<sup>4</sup>Suharsimi Arikunto, *Prosedur Penelitian, Suatu Pendekatan Praktek*, (Jakarta: Rineka Cipta, 2006), p. 229.

The researcher recorded the spoken and written text advertisements which contain English-Indonesian code switching and code mixing by handphone.

## E. Data Analysis

The researcher analyzes the data by using descriptive analysis and the data are described by her own sentences. The analysis of qualitative data can be done through some stages. The researcher can begin with collecting and comparing the data, coding then begins to organize ideas which emerge from the data. For the next stage, the researcher moves from description of what is the case to an explanation of why is the case, is the case.<sup>5</sup> After collecting the data, the researcher analyzes through the following steps:

### 1. Transcribing

After recording the data, the researcher selected and arranged the utterances including the expressions to the transcript paper. The paper consists of numbers, commercials, utterance, and the chosen code switching and code mixing. The followings are the outline of the transcript paper

No	Commercials	Utterance	Code Switching / Code Mixing	
			Yes	No
1.	SO Klin	Siapa <b>master mom</b> yang bisa tuntaskan semua ini?	V	
2.	Paddle POP	Petualangan paddle pop <b>begins</b>	V	

### 2. Identifying

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<sup>5</sup>Graham Hitchcock and David Hughes, *Research and the Teacher, a Qualitative Introduction to School-Based Research*, (New York: Routledge), p. 297.

Documentation is a process of documenting the data. It was done after collecting the data and pairing the sentences in columns. After being transcribed, the utterances of advertisements were identified. The inventoried data are used as a source of data finding.

No	Commercials	Utterance	Languages Choice	
			Code Switching	Code Mixing
1.	SO Klin	Siapa <b>master mom</b> yang bisa tuntaskan semua ini?		V
2.	Slai Olai	Katakan dengan <b>I slai olai you.</b>	V	

### 3. Classifying

Classification is the process of classifying all sufficient data based on a category. After typing all the found advertisements, the researcher starts to make a classification based on types of code switching. For example:

No	Commercials	Utterance	Languages Choice					
			CS			CM		
			Ta g	Int ra	Inter	Intra	Lexic	Inv olv
1.	SO Klin	Siapa <b>master mom</b> yang bisa tuntaskan semua ini?						

### 4. Analyzing

This analysis is aimed at distinguishing following reasons of using code switching and code mixing. The researcher explains the utterances which contain English-Indonesian code switching and code mixing found in the advertisements.

Moreover, the researcher describes the reasons why code switching and code mixing used as well as its reasons. In analyzing the reasons, conversational code switching and code mixing approach is used based on theories suggested by Charlotte Hoffman.

#### 5. Explaining

The last step of analyzing data is explanation. The researcher gives explanation about the contributions of code switching and code mixing to language teaching.