

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research was a descriptive qualitative research. Qualitative research is used to explore problem or issue in society (Creswell, 2013, p.56). This research is categorized as descriptive qualitative research this research analyzed the data in the form of utterances. This research analyzed dialogues of presenter and guest in Deddy Corbuzier podcast. Besides, there was no diagram, map, or table. The problem or issue that was explored called as sociolinguistics phenomenon, specifically about code-switching.

Furthermore, this research descriptively presented the research result which means that it was descriptive qualitative. The results of this research explained in the form of sentences (Creswell, 2013). The phenomena obtained by researcher analyzed based on the theory of Poplack (1980). It was used to analyze the types of code-switching. Also, the theory of Hoffmann (1991) for the reasons of using code-switching. The theories were used to analyze code-switching on Deddy Corbuzier Podcast.

3.2 Object of the Research

The source of the data in this study is the code-switching phenomenon contained in the Dedy Corbuzier Podcast video uttered by the presenter and guests during the dialogue. Thus, the object of this research is about code-switching which is analyzed based on the theory described by Poplack (1980) and Hoffmann (1991). In particular, this research focused on analyzing the types and reasons for using code-switching.

3.3 Method of Collecting Data

This research used the observational method in data collection. Observational method is a method of collecting data by observing data source. Observational method refers to the observation of language in use (Sudaryanto, 2015, p.203). For technique, this research conducted non-participatory technique. Non-participatory technique means data from research which the researcher not involved in the dialogue being studied (Sudaryanto, 2015, p.203). In this research, the researcher did not involve in dialogue of the videos.

Through this technique the researcher did some steps. First, the researcher watched two videos of the Deddy Corbuzier Podcast on YouTube. Next, the researcher listened to get what the presenter's and guests' talking about. Then, the researcher transcribed the utterances that were uttered in the video entitled "FIKI NAKI OH FIKI NAKI!!" and "CHEF JUNA-G4Y? JAHANAM? SILAHKAN!!" as the second video. Furthermore, the researcher highlighted the utterances that related to phenomena of code-switching.

3.4 Method of Analyzing Data

After collecting the data, referential identity method used in the data analysis (Sudaryanto, 2015). This study identified sociolinguistics phenomena that appeared in utterance. The referential identity method deals with the relationship between a language and certain entities outside the referenced language. In other words, with each utterance, the competence of specific actions in relation to the context situation increases. The researcher used referential competence- in equalizing. Referential competence- in equalizing technique is analyzed by equalizing data and theory (Sudaryanto, 2015, p.31).

There were some following steps to analyze the data. First, the researcher identified the utterances by presenter and guest found on Deddy Corbuzier Podcast. Next, the researcher equalized the data with types of code-switching theory by Poplack (1980). Then, the researcher equalized the data with reasons of using code-switching theory by Hoffmann (1991). Last, made a conclusion based on the analysis.

3.5 Method of Presenting Research Result

Presenting the results of the analysis as the final step in this research. It applied the informal method of Sudaryanto (2015, p.241). The results of the analysis were presented in sentences. The findings were presented descriptively by the researcher through words. This research took informal method in order to make readers understand easily.