

CHAPTER III

METHODOLOGY OF THE RESEARCH

The methodology of the research is the way how to analyze the research which method and the layout of the research to decide the validity of the research. Moreover, research methodology is a way to systematically solve the research problem based on Kothari (2004). It means methodology of the research is how the researcher does analysis data such as data have a problem. In this chapter, researcher discusses the method of the research which is applied in this thesis. This chapter explains about research design, the object of the research, the method of collecting data, the method of analyzing data, and method of presenting research results. Those points will be further discussed in the following subchapters below:

3.1 Research Design

The research design is the conceptual plans, procedures, and methodology those are used by the researcher to process data describing in the method of collecting data and the method of analyzing data. By method of analyzing data, data the utterance from the film can answer objective of the study through qualitative research. Researcher uses qualitative research to process code mixing types in utterances of “Warna Cinta Impin” film. Stewart (1990) said that the descriptive qualitative research is a way to look into a problem based and the quality of the data. Based on his opinion, descriptive qualitative research it means

that concerns to view the quality of data perform rather than the amount of data. Therefore, the researcher decides descriptive qualitative research to describe the real condition of the data from utterances of the film.

Descriptive qualitative research has good quality depend on a researcher. Lincoln and Guba (1986) said that the instrument of choice in naturalistic researcher was the human. According to their opinion, human as a researcher who is a tool to bring a good quality of result data in this research.

3.2 Object of the research

An object of the research is what a researcher is going to analyze in his research. In short, the object of the research is the main source of the data that will be analyzed by the research (Tambunan, 2016). According to her opinion, it means that object of the research is the main source such as novel, film, poetry, and etc. Therefore, the object of this research is “Warna Cinta Impian” film from Malaysia published in 2016. This film has two the famous actor as Awie and actress as Erra Fazira in Hollywood in Malaysia. In addition, this film mixes two languages such as Malay and English.

3.3 Method of Collecting Data

Method of collecting data is how the researcher collects data and steps of the researcher collects data. There are some ways to collect the data such as study document, observation, test, interview, and questionnaire. In book (Sugiyono, 2012) Catherine Marshall, Gretchen B. Rossman says, “The fundamental methods

relied on by qualitative researchers for gathering information are direct observation, interviewing, and document review. According to their opinion, it means that method to get information in qualitative research can use observation, interview, and document review.

Observation means that researcher looks at a sentence and tries to find the meaning of the sentence. Method of collecting data by observation can see behavior and meaning from the action. In book (Sugiyono, 2008) Marshall (1995) says “Through observation, the researcher learn about behavior and meaning attached to that behavior”. Based on his opinion, it means that the researcher observes what someone does to get the purpose. The researcher uses observation methods to collecting data in utterances of “Warna Cinta Impian” film because the researcher observes utterances in the film using code mixing.

In addition, technic that uses to collect data is tapping and note. Researcher uses the technique of tapping and note (Sudaryanto, 1993). It means that researcher writes data that found in his research. Thus, in collecting data, the researcher does steps or technics to collect data below:

1. The researcher watches and listens to conversation of “Warna Cinta Impian” film.
2. The researcher writes the script of “Warna Cinta Impian” film to collect data.
3. The researcher finds supporting source on internet such as you tube.
4. The researcher goes to the library in Putera Batam University to get information as the same research from previous research.

3.4 Method of Analyzing Data

After all the data are collected, the researcher analyzes the data. Method of analyzing data is processed to search and to arrange data form collecting data. Susan Stainback (1988) says “Data analysis is critical to the qualitative research process”. According to her opinion, the process of qualitative research needs critical quality in analyzing data. Miles and Huberman (1984) explain that analyzing data uses qualitative research has three activities such as data reduction, data display, and conclusion. Based on their opinion, data collection can be analyzed by three steps such as data reduction, data display, and conclusion.

Data reduction is process data from data collection which reduces data collection to choose data or to make the category data appropriate request. Sugiyono (2012) says” data reduction means summary, selecting the important points, and focus on the important problem. According to his opinion, data reduction means summary data, selecting data, and focus on data which are analyzed. Because data collection has a lot of data, the researcher reduces data to describe data clearly.

After data reduction has done, researcher uses observation method (*metode simak*) to analysis data. (Sudaryanto, 2015) said that analyzed data two methods, observation method and interview method (*metode cakap*). According to his opinion, there are two methods to analyze language observation method or interview method. In observation method there are some technique; tap technique (*teknik sadap*), speaking-listening participation technique (*teknik simak libat cakap*), free speaking-listening participation technique (*teknik simak bebas libat*

cakap), record technique, and writing technique (Sudaryanto, 2015). Based on his techniques, researcher uses tap technique and writing technique to analysis data.

A conclusion is the last step in the analysis of qualitative data. (Sugiyono, 2012) says, “Conclusion is supported by valid evidence and consistency with the field when a researcher collects data again, this conclusion can be credible”. According to his opinion, the credible conclusion is proved by valid evidence of data and the same data in the field.

Based on the explanation above, the researcher uses observation method to analyze data. Technic analyzing data is data reduction, tap technique (*teknik sadap*), writing technique and conclusion/verification. Thus, the researcher uses four technicalities to analyze insertional forms and word category of insertional form in utterances of “Warna Cinta Impian” film. Below the steps of researcher analyzes data:

1. Researcher reads the script of “Warna Cinta Impian” film.
2. Researcher analyzes sentences according to types of code-mixing.
3. Researcher classifies the data based on:
 - a. The Insertion of words
 - b. The Insertion of phrase
 - c. The Insertion of hybrids
 - d. The Insertion of clause
 - e. The Insertion of idiom
4. Researcher classifies words based on word category in the insertional form.

3. 5 Method of Presenting Research Results

Method of presenting research results has two manners to presenting research results. There are formal and informal presenting. Formal presenting uses table, chart, picture, and etc. Informal presenting just uses texts. Researcher uses both formal and informal method to presenting research results because researcher uses tables and texts to show slide.