CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

At the beginning of this research starting when the researcher is interested in the uniqueness of internet meme that combines their language in social media. The aim of the research itself is to obtain systematically description and accurate facts. Concerns with the collected data, the researcher used some several ways to obtain the data such as doing observation and taking note. The researcher also does the deepest problem through the books and journals, do the problem formulation and collect theory related to the object of the research proposed by Muysken (2001) that divides code mixing into three types found in meme on Instagram and the reasons of using code mixing proposed by Hoffman (1991) cited in (Kurniawan, 2016).

This research primarily uses a qualitative approach in analyzing the data considering that the purpose of this study is to authentically examine the phenomenon of human linguistics experience. According to Sugiyono (2010) that qualitative research method is research method used to examine the condition of natural objects, (as the opponent is an experiment) where the researcher is an instrument key and the results of this qualitative research is to emphasize the meaning.

3.2   The Object of the Research

The object of the research is about Code mixing found in meme and its contribution in social media especially on Instagram recently by youngsters.

3.3   Method of Collecting Data

In the process of collecting and selecting the data, the researcher is used observation method. The technique used is a participatory technique (Sudaryanto, 2015) because the researcher participates in social media Instagram and following some of the meme communities in this social media. Here are some procedures which the researcher did in collecting the data:

1. The researcher started following meme community on Instagram since July 2017.

2. The researcher read all of the memes that occur on her timeline and stories on social media Instagram.

3. The researcher selected the meme based on their language in use, in this case, the user of bilingual language.

4. The researcher took a note all the data found in meme.

3.4   Method of Analyzing Data

The researcher takes the next step in analyzing the data. The data will be analyzed by identity method, the research method which its determiner device is outside of language apart from and does not become part of the research language. There are five types of identity method, in this case, the researcher uses referential identity method by (Sudaryanto, 2015).

The technique of analyzing data for identity method is divided into two parts. Namely basic and continue technique. The basic technique used in this research is *sorting elements technique* especially the types of code mixing found in the meme. After that, the continuance technique used in this research is *technique to compare and to differentiate*, it means that the technique to compare all of the element which relevant with all of the specified data in the reason of meme's author used such code-mixing to describe the image. Here are several steps which the researcher did in analyzing the data:

1. The researcher described the picture and writing in the meme.

2. Later the researcher analyzed and explain each data based on the theory of (Muysken, 2001).

3. After that, the researcher determined the types of code mixing used in the meme.

4. Next, the researcher described the relation of the image with the writing based on the researcher's perspective.

5. Later the researcher classified the reasons of meme's author based on the theory of Hoffman (1991) cited in (Kurniawan, 2016).

3.5   Method of Presenting Research Result

To present the result findings, there are two kinds of presentation method of data analysis result they are; formal and informal presentation method to present the research result which explained by using words and tables. The researcher presented the result of data analysis based on the purposes of the research (Sudaryanto, 2015).