

CHAPTER III

METHOD OF THE RESEARCH

Research methods are the procedures and schemes used in this research. This research includes research design, object of the research, Method of collecting data, method of analyzing data, and method of presenting research results etc. Research methods help researcher collect data and find the solution and a problem.

3.1 Research Design

Research design is different from the method by which data are collected. (Rajasekar, Philominathan, & Chinnathambi, 2013). Theoretically, there are two research design; they are quantitative and qualitative research. Quantitative research is based on the measurement of quantity or amount. Qualitative research is concerned on qualitative phenomenon involving quality. For this research, researcher used qualitative research because this research aim to searched the accuracy - gaining on daily reality from some social phenomena especially tag switching. It is applied to analyze tag switching found in instagram.

3.2 Object of the research

Object of the research is very important in a research. This research is an analysis of tag switching found in instagram. The object of this research is the tag

switching. Then, the data are all utterances in caption that contain tag switching found in #anakjakselliterally from #anakjakselliterally researcher analyzes the caption that show tag switching for type and function.

3.3 Method of Collecting Data

Method of collecting data in this research is observational method by Sudaryanto (2015). In this research, researcher used non participatory technique to collect the data because in this research, researcher did not involve in caption their instagram in #anakjakselliterally.

Data were collected by following steps, because the researcher already has an Instagram account so the researcher takes . First, the researcher searched the #anakjakselliterally. Second, look and read the information from the #anakjakselliterally. Third, the researcher classified their captions that contain code switching in #anakjakselliterally. Fourth, the researcher classified their captions that contain tag switching found in #anakjakselliterally. Fifth, the researcher capture the captions that contain tag switching in #anakjakselliterally.

3.4 Method of Analyzing Data

In analyzing data, researcher applied tag switching theory to analyze type of tag switching proposed by Holmes (2001) and Poplack (1980). Then, to analyze the function of tag switching on caption, the researcher used Appel and Muysken (1987).

Those theories were applied by using pragmatic identity method

(Sudaryanto, 2015), because pragmatic identity method is the method that is used based on contextual situation. It was used in this research to analyze tag switching found in instagram.

3.5 Method of Presenting Research Results

There are two methods to present research result. There are formal and informal method presenting. Formal method present the data by using table, chart, picture, and so on. Informal present the data just uses texts. Researcher used informal method to present research results. The result was presented by using words and sentences to make the reader easily understand.