

CHAPTER III

METHOD OF THE RESEARCH

This Chapter would explain about the method that used in this research. This researcher method is arranged based on the problem of analysis. In this chapter, divide into five parts of research design, object of the research, method of collecting data, method of analyzing data, last is method of presenting the result analysis.

3.1 Research Design

The researcher begins from the phenomena of code switching found in Sanidaga Salahudin Uno's speech. The researcher analyzes in three videos of Sandiga Uno's speech uploaded in Youtube in order to make the data or excerpt is accurate and valid. The researcher also uses theory to analyze code switching, the theory that researcher used is from Hoffman's theory. Hoffman's theory is about types and functions. Based on the problem in this researcher, the researcher use qualitative methods. According to Chahayani (2015) the purpose of qualitative research is to examine the object condition which is the main instrument in the research from analyzing the data or excerpt. While Sudaryanto (2015) state that qualitative method is about word and not about numbers.

3.2 Object of the Research

Object of the research is important in this research , object of the research in this research is code switching in Sandiaga Salahudin Uno speech. In order to get the result, the data or excerpt source by Sandiaga Salahudin Uno speech. the data is about excerpt that the researcher get form three videos. based on the topic the researcher choose the video to analysed code switching.

1. The title is: Mr. Sandiaga S. Uno - Lecture - Indonesian Embassy, Washington DC, Uploaded in 26th August 2014
2. The title is : Sandiaga Uno : Leading in social network era , Uploaded in 22nd June 2012
3. The title is : Sandiaga Uno : Inspirasi Bisnis Bersama Sandiaga Uno, Uploaded in 06th January 2014

3.3 Method of Collecting Data

According to Sudaryanto (2015) he state that there are two method in data collection first is observation method and competent method. In this research the researcher uses *Simak Bebas Libat Cakap* technique. In this technique, the researcher do not by Sandiaga Uno speech. The researcher uses note-taking technique based on the theory of Sudaryanto (2015). The researcher tries to take a note the statement or utterances from Sandiaga Uno's speech. The step of collecting data follows:

1. The researcher watched the speech in Sandiaga Salahudin Uno in Youtube

2. The researcher sorting the utterance in Sandiaga Salahudin Uno speech in Youtube.
3. The research taking some note and transcription them.
4. Identifying the features of code-switching by Sandiaga Salahudin Uno speech whether it is clause or sentences.
5. Classifying the data based on the types and function of code-switching Describe the type and function of code-switching found in Sandiaga Salahudin Uno speech.

3.4 Method of Analyzing Data

In analyzing the data, the researcher uses qualitative research , qualitative research is analyze the research about word and without numbers to find the result after collecting the data. The researcher applies method of analyzing data by Sudaryanto (2015) state that there are two kinds of technique in analyzing data. They are Identity Method and Distributional Method. The researcher used Identity Method to analyze data since the referent is outside and not part of language. Based on Sudaryanto (2015) identity method has five part there are referential Identity Method, Articulatory Identity Method, Translational Identity Method, Orthographical Identity Method, and Pragmatic Identity Method. For this method the researcher used the Pragmatic Identity method. According to Sudaryanto (2015) the technique in the method divided into two there are basic and continue technique. In this research, the researcher use basic technique pragmatics competence in diving. The steps are following in analyzing the data:

1. Identifying the features of code-switching by Sandiaga Salahudin Uno speech whether it is clause or sentences
2. Classifying the data based on the types and functions of code-switching
3. Describe the types and functions of code-switching found in Sandiaga Salahudin Uno speech
4. Concluding the result of analysis

For calculating the data the researcher use theory by Hatch (as cited in Sukma, 2013) said that function can using a rate and to compare about the different and frequency about type and functions . Based on Hatch's Theory to calculate the frequency, the researcher applies the following formula:

$$P = \frac{n}{\sum N} \times 100$$

Figure 3.1 Formulation of Percentage

P = Percentage

n = number of data type or functions

N = Total number of data type or functions

After used this calculating the researcher determine about the higher and the lowest of the types and Function of code switching.

3.5 Method of Presenting the Result Analysis

According to Sudaryanto (2015) there are two methods of presentation, formal and informal. The researcher uses formal and informal method. The researcher chooses them because the researcher in presenting the data analysis

result uses the sentence to explain clearly and table to make easier the reader understand about the data analysis result.