CHAPTER III

RESEARCH METHODOLOGY

The research methodology aims to expand the techniques for researching solving problems in research. This section explains how research is conducted. Apart from that, this is also used as a guideline for conducting research and the theoretical methods used. This research describes the methods applied in research, such as the techniques used to collect data to be examined, how to analyze data, and also how to collect data for research. Specifically, the mixed research design method would be applied in this research because the analysis of the data would be displayed in a qualitative method used in the research question.

3.1 Research Design

Research designs generally plan data analysis to develop knowledge. It is stated that the design research methodology is defined here as an approach and a set of methods and supporting guidelines to be used as a framework for conducting design research. The researcher needs to determine what methods can be done for the research used. The research method includes problems and processes that occur, the evidence is typically gathered in a participant context, the data collection is proactive from a specific theme to the general topic, and the researcher interprets the value of the data.

According to Creswell (2003) In this case, the research tries to evaluate the significance of the event from the participants' point of view. This involves

identifying a culture sharing group and studying how it develops shared behavioral patterns over time. The method is a planned way to do something using a systematic work plan. Creswell (2003) also stated that qualitative work is designed to explain and examine the importance of persons or communities relevant to social or human concerns. This is a planned design so that many people know and use it to find out the main purpose of research. Because of the research objectives mentioned in chapter one, this research uses qualitative research methods. This is a qualitative research method because it is to find out the answers to the objectives of this research.

3.2 Object of The Research

The existence of objects for research has a very important role in research because they would be analyzed to get the essence of conclusions taken as a result of this research. Therefore, to get conclusions from the essence of the object or data is considered valid and accurate. The researcher must be smart to decide the object to be used in the research. The object of this research has used the theory of (Wardhaugh, 2006). The objects involved in this research were selected from the data selected and needed for this research. In this research, the object is a journal of another student in the other university. The selected object would be representative of the data collection group. The researcher would select the data collected from the timeframes mentioned above and consider taking important data that relates to and matches the criteria in this research. The idea of this

technique is to get the correct data by considering the important roles related to the criteria needed by the researcher to carry out the analysis.

3.3   Method of Collecting Data

To collect data researcher used Sudaryanto (2015) method. According to Sudaryanto (2015), there are generally two methods to provide data: the listening method and the observation method. The listening method is done by listening to the use of language. The observation method is paralleled by the observational method in anthropological or social research. While the method of observation is done by observing the object of research. So in this research, the researcher use the listening method for collecting the data. The listening method is divided into four such as proficient listening technique, speech free listening technique, recording technique, and note-taking technique. In the proficient listening technique researchers only listen to the language used by the public figures, not the message or content of the conversation. In the speech free listening technique researchers only listen to the conversation of two or more people without any connection in the conversation. This technique is usually done when the research data is in written or document form. Meanwhile, after doing the above technique, the next step is the recording technique, this step is record all the conversations in the podcast for make it a transcript. Last is note-taking technique. The use of this note-taking technique is very flexible. Researchers can immediately taking note the data obtained. For more detail about collecting data researcher explain below:

1. Observation & listening. The researcher needs to observe and listen to the main source (Deddy Corbuzier Podcast) several times to get talks from sources related to code-switching.

2. The recording technique, all conversations on the podcast were selected by the researcher to be made into a transcript.

3. After recording the data, note-taking is the way to make a transcript about the conversation in the podcast of Deddy Corbuzier. The note-taking technique is used to record every quote about the phenomenon of code-switching and dialogue. By using this technique, the researcher knows about the context of dialogue.

3.4. Method of Analyzing Data

In this research, the researcher would use qualitative methods to analyze the data that has been taken. According to Sudaryanto (2015), as a result, qualitative data processing requires an attempt to view the data in the form of text or pictures. The data collection method essentially starts with a review of all data from all data sources. In this case, the researcher observes the words, switch the code to classify the word or sentence in the conversation. In conducting research, the researcher takes some data as important things that become the basic points in conducting qualitative research methods. The researcher takes and uses 7 journals related to what would be analyzed. The data to be taken is a statement of all data in a journal. The reason why the researcher choosing code-switching for the analysis because it is shows how people nowadays speak two languages simultaneously.

1.   Data Reduction

Reducing data means choosing important data, focusing on problems, finding topics, and deleting unnecessary data. This means finding data related to the code-switching phenomenon in the Deddy Corbuzier podcast. After finding a phenomenon related to code-switching that is collected, data is collected, then to get the most appropriate data that is suitable for it.

2.   Data Display

By presenting data, analysis can quickly comprehend and evaluate what happens to the given data. The next move is for the researcher to start designing the next thesis based on what the researcher has learned.

3.   Image Conclusions / Verification

This is the last step in the data analysis process. At this stage, the researcher reveals the conclusions from the data that has been obtained.

3.5   Method of Presenting the Research Result

There are two methods of presenting the results of the analysis, namely formal and informal (Sudaryanto, 2015). In this research, the researcher presented an analysis using informal methods. The researcher uses informal methods to present the analyzed data because the results obtained in the analysis are presented using phrases, words and sentences, conversations, or explained with verbal descriptions