CHAPTER III
RESEARCH METHOD

This chapter describes the method used in conducting this research. It shows the research design, the sources of the data, the data collection technique, and also data analysis technique of the research.

3.1 Research Design

This research used qualitative research and descriptive methods in analyzing the data to comply with the objectives of this research. According to Padgett (2017), Qualitative methods provide a much-needed alternative to counting and measuring, qualitative methods are unique and beguiling. The qualitative method is focused on naturalistic detail and context, qualitative reports require no decoding or statistical acumen. Based on the statement it can be concluded qualitative methods suit the data of this research. In conclusion, this research goal for using the descriptive method is to provide the data collected in the form of words with systematic descriptions vividly.

3.2 Sources of Data

The data of this research is a YouTube video of Daniel Mananta’s channel. The reason for choosing Daniel Mananta as the subject of this research is because Daniel Mananta is greatly known as someone bilingual. In numerous opportunities, he shows that he switched his language back and forth from Indonesian to English. He has a YouTube channel containing videos of him interviewing the guest ‘Daniel Tetangga Kamu’ as the segment’s title. Specifically, one video from his channel that starred Viola Mananta, this specific video chosen mainly because the video contained many switching languages throughout the video. The data collected from the official YouTube channel of Daniel Mananta

- “Cerita Viola Mananta Menjalani Kehidupan Di Indonesia – Daniel Tetangga Kamu”

Sources: https://youtu.be/xsGdps16wc8

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This video was chosen because Viola is one of the people who is categorized as an English native speaker in his podcast. Viola is a foreigner and is also known as Daniel Mananta’s wife. With this social background in mind, the researcher chose her as one of the subjects of this research because she qualified as the subject of this research.

3.3 Data Collection

The data of this research was collected by using purposive sampling methods. Purposive sampling method is a technique of recruiting participants by purposely choosing them as the subject which is in line with the goals of the research (Creswell, 2012). The criteria used to choose the subject for this research are the subjects must include code-switching in the conversation. However, the data that has been collected was decided sufficient enough by the researcher.

Cresswell, (2018) stated that the data collection steps include setting the boundaries for the study through sampling and recruitment; collecting information through unstructured or semi-structured observations and interviews, documents, and visual materials; as well as establishing the protocol for recording information." This means there are some processes for collecting data, observations, interviews, documents, and visual materials. The data is collected from qualitative audio-visual and digital materials and is transcribed into a qualitative document.

The researcher collects the data by listening and watching the video repeatedly and transcribing the videos. The data that has been transcribed is encoded and analysed based on the types of data.

3.4 Data Analysis

The analysis in this research uses Hoffman's (1991) theory in the process of identifying the data by using descriptive and theoretical frameworks to explain the data. The data identified rely on the researcher’s interpretation.
I followed the data analysis technique of Cresswell (2018), there are some steps in the data analysis process;

The first step is organized and prepare the data for analysis. The data was collected from one video by transcribing the sentences that included code-switching in their speech. Data that has been transcribed is organized in a file to help the researcher to prepare the data to be analysed in the next step of the data analysis technique.

After organizing and preparing the data. The researcher follows the next step to read or look at all the data. This step of the analysis technique is done by observing the data that has been collected. The researcher read and listened to the data repeatedly to get familiar with the data. To help the next step of the data analysis technique. The researcher takes notes to be precise about particular reasons or patterns of the data.

The data that has been read is starting to be coded. In the data coding process after organizing and observing the data that has been collected, the data is categorized and underlined as the process of defining the data based on types of code-switching and the function of why people are switching their language.

After coding the data, the researcher concludes by using the data that has been coded and categorized based on the research questions to answer the research questions of this research.

The last step of the analysis technique is to decide how to display the results of the research using various methods, such as diagrams, tables, graphs, or diagrams. The results should be included in the results of the research.