

## CHAPTER III

### METHOD OF THE STUDY

#### 3.1 Research Approach

Research approach is one way or procedure and technique that selected to collect the data<sup>1</sup>. To do this study, the writer tends to analyze the language variation used in Pojok Kampung by taking a deep concern to the announcer as informer speaker. So, the writer uses qualitative method as the research design in this study.

Qualitative research based on Lia Litosseliti is “concerned with structures and patterns, and how something is”<sup>2</sup>. According to Anitasari in Sangidu descriptive qualitative that “A Qualitative research is a natural research which produces descriptive data in both oral and written forms from people, behavior, or another data that can be observed by the researcher”<sup>3</sup>.

This study will be conducted by using qualitative approach. Qualitative approach uses data as part of the study to get the conclusion<sup>4</sup>. Moreover the writer will analyze the data by using text analysis approach. Text analysis particularly oriented toward ethnography methods or grounded theory<sup>5</sup>. It means that all the methods of text analysis which somehow approach texts by means of categories, since

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<sup>1</sup> Djajasudarma. T. Fatimah. 2006. *Metode Linguistik-ancangan Metode Penelitian dan Kajian*. Bandung : Refika Aditama. p. 4

<sup>2</sup> Litosseliti, Lia. 2010. *Research Methods in linguistics*. New York: Continuum. p. 52

<sup>3</sup> Anitasari, Nurin. 2010. *The Hypocrisy of Arthur Dimmesdale as a Puritan Clergyman in Nathaniel Hawthorne's "The Scarlet Letter"*. Skripsi. Surakarta: UNS. p. 7

<sup>4</sup> Susanto. 2000. *Menyusun Usulan Penelitian dan Laporan Penelitian*. Surabaya: Unpublish. p. 9

<sup>5</sup> Titscher. 2000. *Method of Text and Discourse Analysis*. Great Britain: The Cromwell Press Ltd. p. 55

it no longer a matter only of the communicative content of the text but also their linguistic form. After obtaining the data, the next step is to analyze the data with theories which are suitable with the topic of the study.

### **3.2 Data Source**

The subject of this study is the news program “*Pojok Kampung*” on Jawa Pos TV. The subject of the study also to identify about language variation, code switching and code mixing used in *Pojok Kampung* news. The data get from news scrip.

### **3.3 Research Instrument**

The writer used one instrument is that recorder to help the writer to get the data. It is observation with some techniques: recording the data and transcribing it on the paper.

### **3.4 Technique of Data Collection**

In collecting the data, the writer decides observation with several techniques; the first is recording the data from television, and then transcribing it on the paper. After getting the data, the writer analyzed the data to get the conclusion of this study.

### **3.5 Technique of Data Analysis**

After the process of the data collection was completed, the next step taken was the analysis process. The steps that have been applied to analyze the data were:

a. Recording the Data

All the data obtained from the observation from the news are recorded in the tape recorder and notes.

b. Transcribing the Data

The writer recorded the several utterances on the cassette and then transcribed it on the paper.

c. Classifying the Data

The data was classified into types of code switching: situational and metaphorical, and then types of code mixing in the form of word and phrase.

d. Conclusion

The writer tried to interpret and make conclusion about the result of this study