

## **CHAPTER III**

### **METHOD OF THE STUDY**

In this part the writer would like to explain a method that used to analyze the data. In this research the writer used qualitative method. This part were includes of Research Method, Subject, Instrument, Data and Data Sources, Data collection and also data analysis. And it explained more below:

#### **3.1 Research Method**

As Seliger and Shohamy (Litosseliti, 2010), suggest that research methods and techniques adopted in any research project depend upon the question and the focus of the researcher (p.31). It means the choosing of method is depended on our research problems and the focus of our research discussion.

Every research needed some steps that were usually called by process. As Sarwono (2006) states that qualitative research content of some key words such as; process, understanding, complicities, interaction and human (p.193). Therefore, when we would to do the qualitative research we had to do some process such as understanding well the research problems and the complicities of the problem itself. Not only that, interaction and human is also being important focus when we wanted to analyze problem in the society.

According to Litosseliti (2010) qualitative approaches are particularly valuable in providing in depth, rich data (p.31). Every method must have different advantages and weakness. In qualitative approach the advantages could help the writers to do research deeper and got richer data to support their study.

Nurhidayani (2013) states qualitative method is one method used by researchers in the social sciences, with an emphasis on the uniqueness of human researcher objects or social phenomena that cannot be analyzed with statistical methods (cited on <http://yaniqute.wordpress.com/2013/04/12/metode-penelitian-kualitatif/>). It means that the qualitative method matched to analyzing in the social part. The phenomenon of choosing a language in communication was a social phenomenon that can be analyzed with this method.

Based on some descriptions about qualitative method above, the writer decided to use qualitative method in her research. Because the writer thought that this method was suitable with her research. As we know that this research focused in the human language in society, so the qualitative method was suitable with this study.

### **3.2 Subject**

The subjects were all informants. The informants were street sellers in Bunderan GKB. They were people who sell food in Bunderan GKB. There are seven street sellers who became informants of this study. To get some data from subjects the writer prepared list of personal question which needed to reveal her research problems. (see appendix 1).

### **3.3 Data Instrument**

In conducting this research, the writer used instrument which could help her to get the data, here the writer interviewed and recorded the conversation of the subject (street sellers). The Interviewing and recording used to reveal the

answers of research problems that mentioned in chapter 1. In the processed in getting data the writer used mobile phone to record the data and note to transcript the data.

### **3.4 Data**

The data was something that would be analyzed by the writer. The data in this study included of conversation between street sellers and people around them such as their customers, family and other. The data was the languages used by them; it took by their utterance when they sell. It included of sentences, words and also phrase. The data took from recording the conversation between the sellers and people who communicate with them and also interviewed with the sellers directly.

### **3.5 Data source**

The data source was from the subjects (street sellers). The writer took the data from the utterances of street sellers in *Bunderan GKB*. The data took from recording the conversation between the sellers and people who communicate with them and also interviewed the sellers directly. The data interviewed content of who are the street sellers, where are they come from, also the particular reason they make a language choice and the social factors that influence them. The data got when the writer tried to communicate directly with the sellers. The writer tried to build an intimate with the sellers in order to get the valid data from the subject (the sellers).

### **3.6 Data collection**

The writer collected the data from observation directly of the street sellers. It means that the writer came in *Bunderan GKB* and interviewed the street sellers, recorded and wrote a script from it. She interviewed the street seller about their language use, the reason and also their background social. The writer used mobile phone to record the conversations. And she made transcripts from the recording of conversation. The writer needed time about 30 days to do her research. She took the data 1 up to 2 hours in a day.

### **3.7 Data Analysis**

The writer has some steps to analyze the data. First, she collected the data by observing directly. Second, after finished collecting the data, the writer began to put the data in her analysis and identified it. The identifying include of the pattern of language choice, reasons and also the social factors that influence street sellers in making language choice. Third, the data that had been identifying were grouped according to the parts. Fourth, the writer tried to make interpretation from it. And the last, she made a conclusion from her analysis.