

CHAPTER III

RESEARCH METHOD

This chapter describes the research method used by the researcher by providing explanation on the method approach, source of data, data, instrument of data, technique of data analysis, and technique of data collection of this study.

3.1 Method approach

In this analysis, the writer used qualitative research method and descriptive analysis approach to get the accurate data. According to Dornyei (2007:25) qualitative research involves data collection procedures that result primarily in open-ended, non-numerical data which is then analyzed primarily by non-statistical method.

The writer used descriptive analysis approach because the result of the data analyzed was in descriptive phenomenon such as words, sentences and phrases.

3.2 Source of data

In this thesis, the writer had the primary data which the writer got directly from conversation online in social networking website known as *Jancok Kata-Kata Kota Kita facebook fanpage: Story by Blak-blakan*.

The writer also had secondary data from journals and some books that are related to code mixing.

3.3 Data

The data of this research were in the form of sentences or phrases or words that contain code mixing. It was taken from February until October 2013. The writer chose the data on February until October since the administration staff of the facebook fanpage often posts *Story by Blak-Blakan's* status than other status such as *Parikan Cok* and *Intermisuh*. So, the data would be accurate to conduct this research. In this research, the writer took the sentences or phrases or words samples which show the most frequent words/phrases which is appeared and the reasons or prime motives in using code mixing clearly.

3.4 Technique of Data Collection

In collecting the data, the writer observed the data which contain the reason or prime motives in using code mixing. Internet used in this study is a medium of observation. The writer used modem internet to be connected to the internet. To collect the data, the writer used certain software like snipping tool that can allow the data from object's website to be saved into removable storage such as flash disk. Then, since the writer also collected the data by interviewing the source or the writer of facebook fanpage, she transcribed the recording and took a note. All data that were collected would be copied into the writer's computer for further analysis.

3.5 Instrument of Data Collection

The writer was the main instrument of this study. The writer was planner, collector of the data, analyst and reporter of the result in this research. She directly observed this object of this study. She collected the data from online written utterances which contain code mixing in facebook fanpage.

Another instrument lied in interview with the administration staff or writer of facebook fanpage. This interview was taken to get the data or information about the reasons on the use of code mixing. Also, this study deals with internet, the writer conducted the study by using internet connection. Thus, the writer was supported by equipment such as type recording and computer with internet connection for conducting this analysis.

3.6 Technique of Data Analysis

In collecting data for the research, the writer organized the data and prepared it for further analysis. The data for this study were taken from observation which is done by the writer. The data were analyzed according to the reasons or prime motives in using code mixing. The data were classified based on the context where the data occurred.

First, the data that contained code mixing were divided and described. The data which contained code mixing were classified into some group depending on phrase or word. It is used to answer the first question. Secondly, to know the data which contained words/ phrases in code mixing that is more frequently used by the writer of *story by blak-blakan* would be counted by using Microsoft office word tool. The researcher wold type the words/ phrases that she found in the text in search menu. Then, the total number

of words would appear with highlight on each word in the text. It used to answer the second question. Thirdly, the writer applied the theory stated by Holmes (1992) and Bathia and Richie (2004) in order to find out reasons or prime motives in using code mixing.

In addition, she used triangulation method. Triangulation is qualitative cross-validation. Wiersma (cited in Sugiono, 2011:125) explains that triangulation assesses the sufficiency of data according to convergence of multiple data sources or multiple data collection procedures.

She used the method to ensure that the findings were accurate and credible; the writer triangulates the different data sources. Denzin (1970:14) states data triangulation is the use of a variety of data sources, including time, space and persons in a study. Findings can be corroborated and any weaknesses in the data can be compensated by the strengths of other data, thereby increasing the validity and reliability of the results. The approach has been used in many sectors to strengthen conclusions about findings and to reduce the risk of false interpretations.

The writer was triangulating performance data from three aspects; they were interviewing data, internet data, and observation data. For the interviewing data, she interviewed writer of facebook fanpage about his perception or motivation in using code mixing on the *story by blak-blakan*. Then, the internet data were taken by on-line written utterance from *story by blak-blakan*. Thirdly, observation data were gotten from what theories regarding the use of code mixing.