

CHAPTER III RESEARCH METHOD

A. Research Design

In conducting the research, the researcher will use qualitative method. The design of this study is descriptive qualitative. Descriptive qualitative is a research qualitative which also suitable for the research questions which emphasized on what, who and where of the experiences (Neergaard et al., 2009). Besides, (Sugiyono, 2007) stated that descriptive qualitative is a research which produced the descriptive data either spoken or written. Because of this research gets the data with naturalistic inquiry and it studies focus on discovering the nature of the specific events under study that is why this research uses descriptive qualitative research. Qualitative research is a study to explain and to understand the phenomenon of the subject of research and the way of explanation the result in the form of words and sentences.

B. Source of Data

The source of data is Maudy Ayunda's video YouTube channel with the title Maudy Ayunda Pernah *Males Ngga Sih* (Q&A Part 1) and Maudy Ayunda *Ngobrolin PRIVILEGE!* (Q&A Part 2)?. Data are the utterance from Maudy Ayunda's video YouTube channel which contains types and levels of code mixing.

C. Research Instrument

According to (M Djunaidi Ghony, 2012) qualitative research uses the human research. It means, the instrument of the research is the researchers themselves and also stated by (Moleong, 2005) that a human instrument is used in a research because only human who has capability to understand the real condition of the research subject. Hence, the Researchers should be validated by themselves about their ability in doing inquisition. So, in this study the Researcher was the main instrument, yet to make the Researcher easier in conducting the research, the Researcher needed documentation as supporting instruments which is documentation being one of technic to collect the data such as the video from Maudy Ayunda YouTube channel.

D. Data Collecting Techniques

In this research, documentation method is used to collect the data. Documentation method is a recording of event which already happened in the past. This research employed documentation method because the data source which will be taken from Maudy Ayunda's video YouTube Channel. The video will be used to take the words of Maudy Ayunda and others on the Internet video that contains code mixing.

The data will collect on the following terms:

- a. The researcher will watch the video many times
- b. Then, the researcher creates the speech transcript of the video
- c. Next, the researcher identify code mixing by reading the transcript
- d. After that, the researcher creates the data of the levels code mixing that would have been identified,
- e. Then, the researcher made a table to classify the data based on the types and the levels of code mixing that appears on the video
- f. Finally, the researcher explains about the types and levels of code mixing which appear on video.

E. Data Analysis Techniques

In the data analysis techniques, the Researcher applied content analysis. This is because researchers not only collect data, but also analyze them to obtain research results. Based on (D.Leedy & Ormrod, 2015) that content analysis is a detailed and systematic examination of the contents of a particular body of material for the purpose of identifying patterns, themes, or biases. Content analyses are typically performed on forms of human communication, including books, newspapers, personal journals, legal documents, films, television, art, music, videotapes of human interactions, transcripts of conversations, and Internet blog and bulletin board entries.

In this study, there were some steps that Researcher had done in analyzing the data, as follow:

1. Organize and prepare the data analysis

First, the Researcher investigated the types and levels of code mixing. In the types of code mixing the Researcher used theory from Musyken' such as Insertion, Alternation and Congruent Lexicalization. Meanwhile, in levels of code mixing the Reseacher used theory from

Suwito' such as word level, phrase level, baster level, clause level, reduplication/repetition level, and idiom level.

2. Start coding all of the data.

Coding is the process of organizing the data by bracketing chunks (or text or image segments) and writing a word representing a category in the margins.

a. Types of code mixing

The researcher gives coding about the category of code-mixing types stated by (Muysken, 2000) into three types which is coding as follow :

- 1) Insertion (I)
- 2) Alternation (A)
- 3) Congruent Lexicalization (C)

However, the coding of code-mixing factors is not provided by the researcher because it is unpredictable.

b. Levels of code mixing

The alphabetic capital letters were employed to classify the levels of code mixing. It is presented as follows:

- 1) WLCM : Word Level of Code Mixing
- 2) PLCM : Phrase Level of Code Mixing
- 3) BLCM : Baster Level of Code Mixing
- 4) CLCM : Clause Level of Code Mixing
- 5) RLCM : Reduplication/Repetition Level of Code Mixing
- 6) ILCM : Idiom Level of Code Mixing

3. The Researcher make the tabulation

The data of the types and levels of code mixing, the Researcher made it into the table to make the data classification are easy to

Table 2. The format of tabulation of data finding in the types and levels of Code Mixing

No	Finding	Time	Types of Code Mixing			Levels of Code Mixing					
			I	A	C	WLCM	PLCM	BLCM	CLCM	RLCM	ILCM
1											
2											
3											
4											
5											
6											

understand. In the types of code mixing, the Researcher divided insertion, alternation, and Congruent Lexicalization. Subsequently, for levels of code mixing allocated into word, phrase, baster, clause, repetition, and idiom. The table is written on the below:

4. Generate a description

Use the Coding Process to Generate a Description of the Setting or People as well as categories for analysis. Description involves a detailed rendering of information about people, places, or events in a setting. After coding the speaking transcription, the researcher aims to categorize the classification of the code-mixing types occur on Maudy Ayunda speaking.

5. Advance how the description will be represented in the qualitative narrative.

The result of the previous step is arranged as detail and well-structured based on the qualitative design.