

**CHAPTER III**  
**RESEARCH METHOD**

**A. Research Design**

The researcher uses qualitative method. The design of this study is descriptive qualitative. The researcher applied this kind of research to this study because it attempts to generate detailed and valid data to figure out the types and functions of code mixing and code switching, which are found in Maudy Ayunda's video YouTube channel. Chariri stated in Adlini et al., (2022) Qualitative research is research conducted in a particular setting that exists in natural life with the intention of investigating and understanding phenomena: what happens, why it happens, and how it happens? This means that qualitative research is based on the concept of going exploring which involves in-depth and case-oriented studies or a number of cases or single cases. According to Creswell's theory in Anggraeni, (2021), a qualitative study is defined as an inquiry process of understanding a social human problem, based on building a complex, informants, and conducted in a natural setting. Because of this research gets the data with naturalistic inquiry this research uses descriptive qualitative research. Naturalistic inquiry is a research approach that focuses on observing and analysing phenomena in their natural context without manipulation. In this research, the phenomenon that occurs is the language phenomenon of code mixing and code switching, which occurs in Maudy Ayunda's video YouTube channel.

**B. Source of Data**

The data sources are displayed in the table as follows:

**Table 1. The sources of data code mixing and code switching**

No.	Source	Title	Link
1.	Maudy Ayunda's videos on her YouTube channel	How I manage stress – maudy ayunda	<a href="https://youtu.be/Btpwu4EHhGA?si=DxToQKGvGsl3dVWq">https://youtu.be/Btpwu4EHhGA?si=DxToQKGvGsl3dVWq</a>
2.	Maudy Ayunda's videos on her YouTube channel	How to communicate effectively in the workplace – maudy ayunda	<a href="https://youtu.be/KVhIQaydpfs?si=Gm55JRU_X4xPb4QF">https://youtu.be/KVhIQaydpfs?si=Gm55JRU_X4xPb4QF</a>

### C. Research Instrument

The instruments that researcher uses in this study are researcher, documentation and tabulation.

#### 1. The researcher is the main instrument

According to Fiantika (2022) researchers act as instruments as well as data collectors in qualitative research. Humans are used as instruments in a study because only humans are able to understand the actual condition of research subjects. The researcher functions to determine the focus of the research, select informants as data sources, conduct data collection, assess data quality, analyse data, interpret data and make conclusions on their findings.

Besides, Fiantika (2022) stated that supporting instruments other than the researcher himself are determined depending on the data collection technique used. If the data collection method is documentation, then the supporting instrument is the document format. So in this study the researcher is the main instrument, but to make it easier for researcher to conduct research, researcher need documentation and tabulation as supporting instruments where documentation is one of the data collection techniques such as videos from Maudy Ayunda's YouTube channel, while tabulation is used to classify the data.

#### 2. Documentation

According to Murdiyanto (2020) documents are data sources used to complement research, in the form of written sources, films, images (photographs), and monumental works, all of which provide information for the research process. The documentation technique is used to collect data from non-human sources. This source consists of documents and recordings. In this research, documentation is used to collect data in the form of transcripts from Maudy Ayunda's videos on her YouTube channel.

#### 3. Tabulation

The tabulation instrument in the analysis is a tool or technique used to organise, record, and analyse data systematically in tabular form. Tabulating the data is a process that insert the data into table (Nadya & Pustika, 2021). The use of tabulation in this research is to create tables containing data on the types and functions of code mixing and code switching that have been

coded according to the analysis needed. Researcher made a table so that the classification of data regarding the types and functions of code mixing and code switching in Maudy Ayunda's YouTube video channel was easy to understand.

#### **D. Data Collecting Techniques**

In this research, documentation method is used to collect the data, while tabulation is used to classify the data. Documentation method is record of past events (Notoatmodjo, 2018). This study uses the documentation method because the data source will be taken from Maudy Ayunda's video YouTube Channel. The video will be used to take the words of Maudy Ayunda that contains code mixing and code switching.

Data is collected as follows :

##### 1. Documentation

- a. The researcher watch the video many times.
- b. Then, the researcher made a speech transcript from the video.
- c. Next, the researcher identified code mixing and code switching by reading the transcripts.
- d. Than, the researcher makes code mixing and code switching data to be identified.

##### 2. Tabulation

- a. The researcher starts coding all the data.
- b. Then the researcher made a table to classify the data.
- c. After that, the researcher classifies the data based on the type and function of the code mixing and code switching that appears in the video.
- d. Finally, the researcher describe the types and function of code mixing that appears in the video.

#### **E. Data Analysis Techniques**

In data analysis techniques, researcher uses content analysis. This is because researcher not only collect data, but also analyze it to obtain research results. According to Leedy and Ormrod in (Sukrisna, 2019) that a content analysis could be an elaborated and systematic examination of the contents of a

specific body of fabric for the aim of distinguishing patterns, themes, or biases. Content analysis is usually performed on styles of human communication, as well as books, newspapers, personal journals, official document, film, television, art, music, videotapes of human interactions, transcript of voice communication, and net journal and bulletin board entries.

In this study, there were several steps carried out by researcher in analyzing the data, as follows:

1. Organize and prepare data analysis.

First, the researcher investigates the types and functions of code mixing and code switching. In the type of code mixing the researcher used theory from Muysken such as insertion, alternation, and congruent lexicalization. In the type of code switching the researcher used theory from Poplack such as tag switching, inter-sentential switching, intra-sentential switching. In the function of code mixing and code switching the researcher used theory from Marasigan such as quotation, addressee specification, repetition, interjection, message qualification, personalization and objectivization, and facility expression.

2. Start coding all of the data

The coding all of data are displayed in the table as follows:

**Table 2. The coding all of data types and functions of code mixing and code switching**

<b>Types of code mixing</b>	<b>Codes</b>
Insertion	I
Alternation	A
Congruent lexicalization	C
<b>Types of code switching</b>	<b>Codes</b>
Tag switching	TS
Inter-sentential switching	IS
Intra-sentential switching	ISS



**Table 4. The format of tabulation of data finding in the types and functions of Code Switching**

No.	Finding	Types of Code Switching				Function of Code Switching					
		TS	IS	ISS	Q	AS	R	I	MQ	PO	FE
1.											
2.											

4. Generate a description

Use the coding process to generate descriptions. Description involves providing detailed information. The researcher aims to categorise the classification of types and functions of code mixing and code switching that occur in Maudy Ayunda's speaking.