

CHAPTER III

RESEARCH METHOD

This chapter presents the research method. It consists of research design, data and data source, technique of data collection, technique of data verification, and data analysis.

3.1 Research Design

In conducting the study, the most important part of a research is the research design. The research design of this study was library study with qualitative research. According to Cresswell (2001) qualitative research is descriptive that the researcher is interested to investigate the process, meaning and understanding gained through the words or pictures. Airasian et.al (2012) state that qualitative approach is collecting and analyze of non numeric data such as observations, interview, and other sources of information. The data of qualitative research is not calculated, but shown by the description of the result.

This study used this method because it attempts to describe the language phenomena found in the YouTube channel. The researcher gathers the data which consist of words form. So, the research design of this study belongs to qualitative approach. This study focus was on the utterances of code mixing used by Nessie as a speaker in Nessie Judge YouTube channel. Based on the description above, the descriptive qualitative design was used in this study because the researcher wanted to explain and describe the phenomena based on code mixing theory.

This study also belonged to library research. Library research is the research which materials were like novels, newspaper, textbooks, songs, magazines, movies, papers, and article. The object of this study was the videos in Nessie Judge YouTube channel. On the other hand, library research is a research which uses library sources to collect and analyze the data. The researcher used some books and sources related with this study as reference. This study belonged to library research because the data in this study were taken from the transcription of Nessie's utterances in her videos.

3.2 Data and Data Sources

The data are very important in conducting research. Data is any information that could be taken by the researcher to answer the research problem. In this research the researcher take the data from Nessie's utterance in Nessie Judge YouTube channel. The utterances that contain code mixing were data of the study.

The researcher used the source of data to support the research, because the data source is the key that used to explore more about research (Kusumawati, 2015). The primary source of the data in this study was gotten from Nessie's videos in Nessie Judge YouTube channel. The researcher watched and typed the transcript of Nessie's utterance from the two selected videos. Those video were contained of code mixing. The secondary sources of the data taken from the books, journals, and some previous studies related with this study

3.3 Technique of Data Collection

In this research, the data were collected by using note taking technique. It means that the researcher gave attention to every utterance in the videos and gives note to every part that contain with the code mixing.

There were some steps in collecting the data used by the researcher. First, the researcher watched the two videos from Nessie Judge YouTube channel in many times. Second, the researcher typed the transcript of the utterance on the video. Third, the researcher identified the code mixing by reading the transcript. Then, the researcher giving notes to the utterances that contain with code mixing. After that, the researcher made a group of the data that had identified by the researcher. The last, the researcher classified the data based on the form of code mixing types and the reason of code mixing by Hoffman's theory.

3.4 Technique of Data Verification

Data verification is needed in this study. It made the data more valid and it helped the researcher to check the data analysis in order to reduce the researcher

biases and prejudices. In this study, the researcher applied triangulation technique to increase the credibility and validity of the findings.

According to Denzin and Lincoln as cited in Sukrisna (2019) triangulation technique was divided into four types. They were triangulation data, investigator triangulation, theory triangulation, and methodological triangulation.

In this study, the researcher used triangulation of data source to check the validation of the data. It used to observe the Indonesian-English code mixing used by Nessie to understand the types and the reasons of code mixing. Then, the researcher checked the script and analyzed the data several times to achieve the validity. The data triangulation for this study was done by analyzing all of the utterances. The last, the researcher asked the expert to check the data that have been collected by researcher.

3.5 Technique of Data Analysis

Data analysis is a process where the researcher systematically search and arrange the data in order to increase their understanding of the data and to enable them to present what they learned to others. The purpose of data analysis is summarizing and simplifying the data in order to interpret and draw a conclusion (Ary et.al, 2010).

The data analysis in this study involved the following steps:

1. Watching the Nessie's video of the source of data in several times.
2. Type the transcription of Nessie's utterances.
3. Reading the transcript of Nessie's utterances to find out some code mixing.
4. Classifying data based on the types of code mixing according to Hoffman's theory.
5. Analyzing the data by applying analysis based on the types of code mixing and the reasons of code mixing.

6. After classifying the data into the types and reasons of code mixing, the researcher analyzed each data based on theory of code mixing.
7. The last step is drawing conclusion from the analyzing data.