

CHAPTER III

RESEARCH METHODOLOGY

This chapter includes method of the study, data source and subject of the study, data collection, and data analysis.

3.1 Method of the Study

The present study employs a descriptive method. The aim of descriptive method is to examine the current event or phenomenon of the research. Rakhmat (2002: 25) notes that:

The descriptive method is aimed at collecting actual information, specifically which describes occurring tendencies, identifying occurring problems or conditions, making comparisons or evaluations, and determining one's decision in solving the same problem and discovering what he learned from his experience to establish a decision in the future.

Thus, descriptive method is considered to be relevant to this research since the aim is to describe the readers' perception of the existing code switching phenomena on the *Guru* rubric in *Girfriend* magazine.

Furthermore, this study used a qualitative approach in analyzing the data. I decided to use a qualitative approach to gain insights about readers' perception, the way they perceive the functions, advantages, and disadvantages of code switching. By using the qualitative approach, I was in a position to be able to describe and explain these issues in a comprehensive and detailed manner.

This view is in accordance with Maxwell (1996). He states that the strengths of qualitative research derive primarily from its inductive approach, its focus on specific situations or people, and its emphasis on words rather than

number. The qualitative approach was suitable for this study because it could be used to explain how the respondents perceive the phenomenon of code switching in *Girlfriend* magazine and how their thinking affects their behavior rather than the physical events and behavior that is happening.

The previous explanations highlight that descriptive qualitative methods are considered to be the most appropriate method to be applied in this study because they provide the procedures to answer questions that cannot be answered exclusively by other methods.

3.2 Data Source and Subject of the Study

Data source of this study were taken from the articles of *Guru* rubric in *Girlfriend* magazine from the editions of June-October 2010. I chose this magazine because the titles and the articles in the magazine often use English. Therefore, it encouraged me to investigate the phenomenon of code switching, namely on readers' perception of *Guru* rubric in *Girlfriend* magazine.

Furthermore, the respondents of this study were female of different ages and selected randomly from English and Non English department students. I decided to take only female students as the respondents because the target audience of the magazine are females. There were twenty respondents in this study who were readers of *Girlfriend* magazine. My decision to use twenty respondents was based on my conviction that my data should be: (1) manageable, that is, I had sufficient time and energy to analyze the data of my subjects; and (2) representative, that is, these twenty subjects were provided according to my estimation that twenty respondents would give sufficient information for the

study.

In addition, referring to Maxwell (1996: 55) explanation, “a qualitative study often employs small samples of uncertain representativeness, and this usually means that the study can provide only suggestive answers to any questions framed in general terms”. Fraenkel and Norman (1993) also suggest if the sample is a large one, it is the best way to obtain a sample that is representative of the population from which it has been selected. Both statements highlight that the study did not need a large number of respondents so that I decided to take only twenty respondents in this study.

3.3 Data Collection

In collecting the data, I used triangulation method which consisted of survey, interviews, and documents’ analysis. I decided to use this method to reduce the bias from one method and to enrich the validity of the research results.

In line with the idea above, Alwasilah (2006: 150) states that “triangulation refers to the collecting of data as much as possible from different range of sources such as human, background, and event through different methods”. He also proposes that triangulation is used to decrease bias from one method and to increase the conclusion validity.

The first method of triangulation method was survey. The survey was conducted to collect the data from the respondents. This method was used to elaborate the respondents’ perceptions about the related issues. In this study, there were two types of questionnaire used in collecting the data, namely, a closed-ended questionnaire and an open ended questionnaire. Each type has its

advantages and disadvantages as shown in the following table (Fraenkel and Norman, 1993: 351).

Table 3.1 Advantages and Disadvantages of Closed-ended and Open Ended Questionnaire.

closed-ended questionnaire	open ended questionnaire
Advantages	
Enhances consistency across respondents	Allows more freedom of response
Easier and faster to tabulate	Easier to construct
More popular with respondents	Permits follow up by interviewer
Disadvantages	
May limit breadth of responses	Responses to be inconsistency in length and content across respondents
Takes more time to construct	Both question and responses subject to misinterpretation
Requires more question to cover the research topic	Harder to tabulate and synthesize

The two forms of questionnaire contained of several statements and questions. The close-ended questionnaire consisted of 19 statements and 10 questions in the open-ended questionnaire. The framework of the two questionnaires can be seen in the table below.

No	Aspects	Numbers	
		Close-ended questionnaire	Open-ended questionnaire
1.	Readers' perception about the code switching occurrences on <i>Guru</i> rubric in <i>Girlfriend</i> magazine	1,2,9,15, and 17	1,2,3,5
2.	Readers' perception about the function of code switching on <i>Guru</i> rubric in <i>Girlfriend</i> magazine	3,5,8,10,11,14,16, and 18	6
3.	Readers' perception about the advantages and disadvantages of code switching on <i>Guru</i> rubric in <i>Girlfriend</i> magazine	4,6,7,12,13, and 19	4 and 7

Second, I conducted an interview to the respondents in order to get deeper understanding about their perception by asking them the reasons of their responses. The interview also aimed to validate the readers' written responses by ensuring that their responses were consistent and to discover additional information which could not be obtained by questionnaire.

According to Maxwell (1993), interview-based studies, in particular, often employ a sampling logic, selecting interviewees in order to generalize to some population of interest. To ensure that everything stated is preserved for analysis, the interviews were transcribed. In the interview process, I used Indonesian so that the respondents can easily answer the questions; express their opinion and feeling about the subject matter. The details of guiding questions in the interview are described as follows:

- a. Asking about the respondents' perception of code switching phenomenon on *Guru* rubric in *Girlfriend* magazine (Question no. 1, 2, 3, and 4).
- b. Asking about how the respondents' perceive the functions of code switching occurrences on *Guru* rubric in *Girlfriend* magazine (Question no.6).
- c. Asking about how the respondents' perceive the advantages and disadvantages of code switching occurrences on *Guru* rubric in *Girlfriend* magazine (Question no.5).

Then, the last method was conducting documents' analysis. It was intended as supporting evidence to clarify and to enrich the results of the survey and interviews.

3.4 Data Analysis

After the data were collected from the two types of instruments, namely, a questionnaire and an interview, the collected data were analyzed. In analyzing the data, from open-ended questionnaire and the interview, I used coding procedures from Alwasilah's method of data analysis (2006). By employing this procedures, I hope to be able to reveal the tendency of the research results and facilitate me in classifying them. This view is in accordance with Alwasilah (2006:159). He mentions that there are some advantages of coding:

(1) It helps researchers to identify a phenomenon; (2) It makes the calculation of the frequency of phenomenon appearances easier; (3) The frequency of code appearances is helpful in finding the tendency of research result; (4) It helps researchers to arrange categorization and sub-categorization.

In analyzing the data from the open-ended questionnaire and the interview, I conducted a group of coding. I put straight lines under the statements that conveyed readers' perception of code switching issue, and also utterances that stated about functions, advantages, and disadvantages of code switching. I also wrote codes near the lines such as P for positive, N for negative, F for functions, A for Advantages, and D for Disadvantages.

Furthermore, the data from close-ended questionnaire were analyzed through the following steps:

- a. Discovering the percentage of each response per item
- b. Calculating the frequency (f_o) of the respondents who answer an item of each question
- c. Calculating the percentage of each total frequency of respondents' answer to

item by using this formula:

$$\text{Percentage (100 \%)} = \frac{\text{Total respondents who answer an item (fo)}}{\text{Total Respondents}} \times 100\%$$

- d. Tabulating some statements, frequency, and the percentage
- e. Calculating the total frequency and the average percentage
- f. Classifying the average percentage into the form of interval as follows:

00.00%	: none
00.01% - 24.99%	: a few of
25.00% - 44.99%	: nearly half of
50.00%	: half of
50.01% - 74.99%	: best part of
75.00% - 99.99%	: nearly all of
100.00%	: all of

(Suryadi, 1987 in Firman, 2007)

- g. Making the report

After I analyzed the data by using coding procedure and calculating the average percentage of respondents in the close-ended questionnaire, then I examined the readers' perception of code switching occurrences in the magazine based on their answer tendency. Regarding the data of about the function of code switching in the magazine, I compared the respondents' answers to Koziol's theory about functions of code switching. Afterward, concerning the data about the advantages and disadvantages of code switching, I examined the respondents' answers by comparing it to the theory about reasons, advantages and disadvantages of code switching.