# CHAPTER III

# RESEARCH METHOD

This chapter describes the research methodology used to provide the data and explain the data. The chapter is organized as follows: 3.1 statement of the problems, 3.2 research method, and 3.3 data analysis.

## 3.1 Statement of the Problems

The present study is limited to the case of Javanese people's attitudes living and working in a catering service in Bandung towards Sundanese language in order to make the discussion focus on the problems. The problems are listed as follows:

1. What attitudes do the Javanese people have towards Sundanese?
2. What are the reasons that the Javanese people have such attitudes?

## 3.2 Research Method

The present study was a case study that employs a qualitative method. Hancock (2001) states that a case study as a research design is used to describe single or small numbers of units in depth. Moreover, according to Wray (1998 in Lestari 2005), qualitative study involves description and analysis rather than

counting features. In the present study, this research design was appropriately used to find out the Javanese people's attitudes toward Sundanese language and their reasons to have such attitudes because it only involves five respondents with limited data and sources.

### 3.2.1 Subject

The subject of the study involved 5 (five) Javanese people living for years and working in a catering service company in Bandung.

### 3.2.2 Data Collection

The data for the study were in the form of language spoken by the respondents, language which is dominantly used by the respondents. The data were collected through observation taken from their daily conversation, questionnaires, and interviews. The observation was needed to see what language that the respondents used the most, while the questionnaire and interview were needed to reveal what attitudes they have towards Sundanese and the reasons why they have such attitudes.

### 3.2.2.1 Instruments

- Questionnaire

  Questionnaire was the instrument that was needed to collect the data to discover the first research problem whether it is positive or negative attitude that the Javanese respondents have towards Sundanese language. The distribution of the questionnaire was conducted in November 2012.

The questionnaire consisted of two sections. Section one was needed to collect the data on the social factors related to the respondents. The questions began with general questions asking the participants and their parents, the language that they used the most in different domain such as family, friendship, and work environment. The main questions were placed in the section two which are viewed from Garret's theory (2010) about language attitudes. It is said that there are three structures in language attitudes; cognitive, affective, and behavioral. From the affective structure, it can be concluded whether it is positive or negative attitude that the Javanese people have towards Sundanese language.

- Interview

Interview was the next instrument that was used to collect the data in order to reveal the reasons why the Javanese respondents have such attitude towards Sundanese language based on Holmes' (2001) theory. The questions consisted of 12 questions.

- Tape Recording

The data were recorded through the daily conversation among the Javanese respondents. The conversation occurred among Javanese people and non Javanese people. The data were takenfrom September 2$^{nd}$ to September 3$^{rd}$ in 2012. The recording of the conversation was unconsciously conducted by placing the tape recording near the Javanese respondents during their verbal interactions. It was used to support and validate the data.

**3.3 Data Analysis**

The collected data were then analyzed into what language that the Javanese people used the most, what attitudes they have and why they have such attitudes towards Sundanese language.

In analyzing the data, there were several steps that have been taken:

1. Listening to the recording result from the dialogue between the respondents.

2. Transcribing the data recording from the dialogue into written form.

3. Quantifying the occurrence of language used by the respondents (Sundanese, Javanese, and Indonesian language) to support the data. To quantify the occurance of language used, the formula proposed by Sudjana (1984 cited in Intan, 2012) was used.

$$P = \frac{\text{fo}}{\text{n}} \text{ x } 100\%$$

P = Percentage

fo= Frequency

n = total conversation

4. Analyzing the data from questionnaires to discover the attitude that Javanese respondents have towards Sundanese language using Likert

Scale. According to Bertram, Likert Scale is used to see the respondents'
preferences with a set of statements (retrieved in
http://poincare.matf.bg.ac.rs/~kristina/topic-dane-likert.pdf on April 2013).
In the present study, Likert Scale is used to see the respondents' degree of
Sundanese language. The degree consists of stongly agree, agree, neither
agree not disagree, disagree, and strongly disagree. In analyzing it, the
theory of Garret (2010) of language attitudes was used. Each component
of language attitudes (affective, behavioral, and cognitive) is presented in
form of statements so that they can choose whether they strongly agree,
agree, neither agree nor disagree, disagree, and strongly disagree. After
that, it can be determined whether it is positive or negative attitude that
they have from the total percentage of each component.

$$P = \frac{fo}{n} \times 100\%$$

P = Percentage

fo= Total Respondents who answer an item

n= Total Respondents

The percentage was then used to describe the findings in some categories. The
categories of the percentage are made in the form of interval as follows:

00.00%                  = none

00.01% - 24.99%      = a few of

25.00% - 49.99%      = 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 cited in Dewi, 2013)

5. Analyzing the data from the interview question number five to reveal the reasons why they have such attitudes. The theory by Holmes (2001) was used to categorize the reasons whether it is social or political factor that influence them.

6. Making conclusions and suggestions for further research.