

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter describes the method of research in details. It covers research questions, research method, data collection and instrument, data analysis, and clarification of terms.

#### 3.1 Research Questions

The research questions of the present study are stated as follow

1. What languages are used by BBM users in code switching?
2. What types of code switching that appear on BBM Personal Message?
3. What is the reason of the BBM users in using code switching?

#### 3.2 Research Design

The study mainly used a descriptive qualitative method for the research. The qualitative study that was utilized in this study involved description and analysis rather than the counting features related to the issue (Alwasilah, 2006). Qualitative research was employed in this study since it describes the researcher's interest in process, meaning, understanding that had been gathered through words or pictures (Merriam, 1988 in Tiana, 2009: 25). Therefore, this study describes researcher's interest in process, meaning, and understanding of code switching

among BBM users. In addition, the effectiveness of qualitative research is also stated in Module of Qualitative Research Methods Overview (n.d.) as follows.

Qualitative research is effective to obtain information about the values, opinions, behaviors, and social contexts of particular populations. Generally, it consists of an investigation that seeks answers to a question, systematically uses a predefined set of procedures to answer the question, collects evidence, produces findings that were not determined in advance produces findings that are applicable beyond the immediate boundaries of the study.

In short words, the qualitative method which was used in this research is appropriate to emphasize the analysis of the study on words, instead of numbers, since the researcher analyze the study on code switching.

### **3.3 Data Collection**

The data were gathered from Personal Messages of Blackberry Messenger that belonged to 25 BBM users who were chosen randomly from the researcher's contact list of BBM. The types of data that were used in this research included 25 Personal Messages of BBM users and the responses of the respondents to the observation sheets given in questionnaires.

#### **3.3.1 Data Source**

The Personal Messages used in this study were taken from 25 BlackBerry Messenger users who were already in contact of researcher's BBM application. One Personal Message from each user was chosen to be utilized as a data of this study. The Personal Messages of BBM were collected from May to November

2012. It took a relatively long period for the researcher to collect the data since the BBM users updated their Personal Messages unpredictably and the previous PM of the users would disappear right after they post a new one.

The Personal Messages of BBM or often shortened as *PM of BBM* might consist of any short updates which is limited by 160 characters, and it is visible to all of people in the users' contact list of BBM. The BlackBerry Messenger users probable write their personal feeling, current activity, or even a short message in the box of Personal Message so that other people in their contacts can see this easily. The present study documented the occurrences of code switching on Personal Message of BBM by using screen capture application for BlackBerry named *Capture Nux*. This application helped the process of collecting the data. Therefore, the appearances of the data were documented in real time.

### **3.3.2 Instrument**

The questionnaires given to the respondents (i.e. BBM users) were used in this study as an instrument to gather the actual reason of BBM users to switch the languages on their Personal Message of BBM. Polkinghorne (2005: 143) states that the questions in the questionnaire data can be used as a constant stimulus to assume the variation of answers from the originally. Moreover, closed ended-statements were chosen to provide the questions in this questionnaire. Closed ended-statements have advantages to enhance consistency across respondents, easier and faster to tabulate, and be more popular with respondents (Fraenkel and Norman, 1993: 351 in Suryahutami, 2011: 35).

### 3.3.3 Respondents

The respondents of this study were 25 students of one of universities in Bandung that actively updated Personal Message on BBM. It consisted of 20 female respondents and 5 male respondents. Furthermore, the respondents were labeled FR for Female Respondent, and MR for Male Respondent. The odd number of respondents involved in this study was due to the different frequency of BBM users in updating their Personal Message, where the female users tend to write a new Personal Message more frequently. It has been suggested by Polkinghorne (2005: 139) that the respondents of the qualitative research are selected in particular purpose:

Participants and documents for a qualitative study are not selected because they fulfill the representative requirements of statistical inference but because they can provide substantial contributions to filling out the structure and character of the experience under investigation.

Furthermore, the 25 selected BBM users involved in this study were considered proper to contribute in fulfilling the essential need of this study which investigated the occurrence of code switching on Personal Messages of BlackBerry Messenger.

### 3.4 Data Analysis

After the data were collected in the previous step, the next stage was analyzing the data through several phases. The phases of data analysis were

identification of the data occurrences, classification, and analysis and interpretation of questionnaire.

### **3.4.1 Identification of the Data Occurrences**

The Personal Messages of BBM users were transcribed to be identified in term of code switching occurrences. This step involved the process of highlighting the existence of code switching within word, phrase, and clause level by typing them in bold and italic. It was also conducted to identify the occurrences of different languages used in code switching on Personal Message of BBM.

### **3.4.2 Classification**

The Personal Messages of BBM which contained code switching were presented in the table to emphasize the languages used in code switching and the types of code switching occurred. This study used the theory proposed by Poplack (1980) to classify the types of code switching which was analyzed in this step. On the other hand, this study adapted the theories proposed by Hoffman (1991: 116, in Tiana, 2009: 13), and Savile-Troike's theory (1986: 69) and also Bautista (1999 in Bautista, 2004: 230) to classify the reason of code switching which was implied in the questionnaire.

The quantification process was also applied in this step to investigate the number of language used in code switching, the most prominent number of switching types occurred, and the most frequent reason of BBM users in using



code switching on PM of BlackBerry Messenger. The formula of quantification as suggested by Sudjana (1984:49 in Suryahutami, 2011) is as follows.

$$P = fo / n \times 100\%$$

P = percentage

fo = frequency

n = total number

Since the questionnaire utilized in this study was provided in close ended-statements, it was helpful in analyzing the gathered data easier and faster. It is in line with Fraenkel and Norman (1993: 351, in Suryahutami, 2011: 35) statement that states closed ended-statements have advantages to enhance consistency across respondents, easier and faster to tabulate, and be more popular with respondents. Furthermore, the tabulated data from questionnaire was presented in form of table.

### 3.5 Clarification of Related Terms

To avoid misinterpretation of the terms and to make the terms stated clearly in this research paper, the study would like to clarify and specify each terms as follows:

- a. Code switching is the mixing of words, phrases and sentences from two distinct grammatical (sub)systems across sentence boundaries within the same speech event (Bokamba, 1989 in Ayeomoni, 2006: 91)
- b. Personal Message of BlackBerry® Messenger (PM of BBM) is short update message of BBM users that appears on the contact profile or

through recent updates feature of BBM, however it does not refer to Personal Message of BBM which is written via other connected social medias (e.g. Facebook, Twitter)

After the data were analyzed, the next phase was reporting the findings in the form of narrative discussion. Furthermore, the final step was interpreting the findings that included discussion of the findings which is presented in the following chapter. Moreover, the result of present study is summarized in the last chapter and subsequently several recommendations to contribute in further studies on code switching are also suggested in this study.

