

CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the research method of the present research. It consists of five sections. Section 3.1 statement of problems. Section 3.2 describes the research method. Section 3.3 presents data collection. Section 3.4 describes data analysis including identification of the occurrences, classification, and quantification of the data.

3.1 Statement of Problems

The research problems are formulated in the following research questions.

1. What types of code-switching are occurred in the interview with President SBY?
2. What are the functions of code switching found in the interview with President SBY?
3. What are the viewers' attitudes (English and Indonesian Department Students) toward the interview with President SBY?

3.2 Research Method

This research uses a descriptive qualitative method. It is qualitative because it deals with the natural phenomena such as the code switching used by President SBY in an interview setting. Generally, qualitative method is the method used to analyze the problems which are not designed or arranged using statistic procedure (Subroto 2007: 5). Maxwell (1996: 17) further explained that

strengths of qualitative research derived from its inductive approach, its focus on specific situation or people, and its emphasis on words rather than numbers. It means that all the data in this research are in the form of sentences and words, not in the form of numbers.

Additionally, Bodgan and Biklen (1982, as cited in Sugiyono, 2009) proposed five characteristics of qualitative research.

They are “qualitative research has the natural setting as the direct source of data and researcher is the key instrument”, “qualitative research is descriptive. The data collected is in the form of words of pictures rather than number”, “qualitative research are concerns with process rather than simply with outcomes or products”, “qualitative research tends to analyze their data inductively”, and “the ‘meaning’ is essential to the qualitative approach.”.

Based on the five characteristics of qualitative research as proposed by Bodgan and Bilken, this research showed the nature of the situation as it exists at the time of the collecting data and collected in words form.

This study also belongs to descriptive research, because it describes how and what the code switching used by the President SBY in the interview. Ary (1979:295) stated that descriptive research studies are designed to obtain information concerning the current status of phenomena. They are directed toward determining the nature of a situation as it exists at the time of the study. In addition, Gay (1987) stated that in using a descriptive method, collecting data has to be involved in order to answer the questions concerning the subject of study. Qualitative research is descriptive in what the researcher is interested in process, meaning, and understanding gained through word or picture (Creswell, 1994:145).

Therefore, this research is descriptive qualitative. This method is considered

relevant to the present research since it involved the data collection for describing the existing of code switching.

Additionally, this research uses some quantification to show percentages of the code switching types, functions and the viewers' attitude appearance that are analyzed in form of the table.

3.3 Data Collection

The data were collected in the form of interview transcripts between President SBY and his interviewer. The data were collected through presidential official website: <http://www.presidentri.go.id>. It means that all the data in this research are in the form of document. In the line of this, Creswell (2007, as cited in Heigham 2009) state that in depth data collection, the investigator explores the data over time through detailed analysis by involving multiple source information like documents. Furthermore, this research used document analysis as the technique of the data collection. Bowen (2009: 27) stated that document analysis is a well organized process for reviewing or evaluating documents. This document analysis is used to gain understanding of documents and develop empirical knowledge (Corbin and Strauss, 2008 as cited in Bowen, 2008:27).

Furthermore, the researcher is interested to study the case because SBY as the President of Republic of Indonesia has a considerable influence within the large amount of Indonesian people. Additionally, the language used by President SBY is interesting to be investigated in terms of context of the use of language in delivering his speech or opinion related to code switching phenomenon.

3.3.1 Data Source

This research is conducted to find out the types, the functions and how the viewers attitude to the code switching performed by President SBY in his interview. The data were collected through presidential official website: <http://www.presidentri.go.id>.

Presidenri.go.id is a presidential official website of President SBY as the President of the Republic of Indonesia. This presidential official website is dedicated for people of Indonesia. It provides information that related to President SBY's activities, news, speeches, interviews and policies. In the interview section, there are many collections of President SBY's interview from 2009 until today. For instances the transcript interview from TVRI and CNN. Furthermore, the language use in the content of President SBY's interview using a combination of Indonesia- English (code switching phenomenon).

The researcher chose four transcripts interviews which are done by TVRI and CNN. The first interview was done by Soegeng Sarjadi from TVRI on 21 February 2012, the second interview was done by Andrew Steven from CNN on 11 June 2011, the third interview was done by Imam Priyono from TVRI on 11 August 2011, and the last interview was done by Ramadhan Pohan from *Jurnal Nasional* on 10 February 2011. The transcripts consist of 97 pages.

The first interview was done by Soegeng Sarjadi from TVRI on 21 February 2012. The main theme in this interview was a figure of President of Indonesia. The second interview was done by Andrew Steven from CNN on June 2011. The one hour interview raised various issues, including the President's

views on security and stability, promoting economic growth, combating terrorism, radicalism, corruption, leading ASEAN, empowering the national human resource, Indonesian Islamism, the complexities of navigating in times of change and reform, his leadership, his legacy and his life after 2014. The third interview was done by Imam Priyono from TVRI on 11 August 2011. The interview started off with an elaboration of his achievement as the leader of ASEAN and focused on ASEAN community creation in 2015. And the last interview was done by Ramadhan Pohan from *Jurnal Nasional* on 10 February 2011. The interview focused on the issue of governance and the decision making process, the President highlighted that although he won 60% in the election, the parliamentary votes were quite balanced. Decision making process required a longer political consensus process.

In the present research, the researcher used SBY's interviews as the document. The researcher gained information about code switching used by President SBY in his interview especially in types and functions of code switching.

3.3.2 Instrument

In this research, the instruments used are transcripts and questionnaires. It is used to explore the relation between code switching phenomenon in formal interview with President SBY and the viewers' attitude towards it. Alwasilah (2003) states that a questionnaire is extensively used to collect the data about phenomena that are not observable, such as inner experience, opinions, perception, values, interests, and the like.

There were two types of questions of questionnaire: close or open. Closed-questions showed in form of multiple choice, yes or no answer, or ranking schemes. The respondents were much easier to deal with and to score the questions because they were given fixed format to inquire responses. While, open-question allowed any answer from the respondents. But it is difficult to score because the respondents were given a freedom to express their view or opinion. In the present research, the questionnaires consisted of 11 questions, which were multiple choices set in the form of semi open questions and closed questions.

3.3.3 Respondents

The data of viewers' response was obtained through questionnaires. Respondents were asked to fill the questionnaires related to the research. The respondents of the present research were the student of *Universitas Pendidikan Indonesia* (Indonesia University of Education) majoring in English and Indonesian. They were also the viewers of Presiden SBY interview in several occasions. There were 30 students chosen as respondent, fifteen students from English program and fifteen students from Indonesian program at Indonesia University of Education. These two populations were purposively chosen because the researcher wanted to find out the different effects of the code switching being presented in President SBY interviews to each group, since they were majoring in different subjects of study. Furthermore, both groups have already learnt the notion of code switching in one of their subjects in each department.

3.4 Data Analysis

The data of the research are analyzed through three stages. They were the identification of the occurrences, classification into the types and the functions, and quantification for making an interpretation of SBY's interview related to the use of code switching.

3.4.1 Identification

To find the occurrences of code switching the researcher identified the 97 pages in SBY's interview transcript. The researcher read the transcripts thoroughly to get deeper understanding of issues in the interview, especially about the code switching exercised by President SBY. Subsequently, the researcher made a mark by underlining form in every word, phrase, and clause in the transcripts that contain code switching. This underlining was intended to mark occurrences of code switching in the text. For example, a sentence in the SBY's interview transcript has been observed. President SBY said the sample sentence as follow. It is used two languages, first is Indonesian and second is English. The sample sentence is shown in [10].

[10] "DanI have made my decision, *saya putuskan berangkat.*" (p. 5)

In this sentence, President SBY uses Indonesian as his first language (L1) in his utterances. The sentence "*Dan..., saya putuskan berangkat*" written in an italic form to marked as the L1, then the sentence "I have made my decision" written in an underlined because it mark as the L2.

3.4.2 Classification

The second stage is classification. The main purpose in this stage is based on types and functions. They were three types of code switching proposed by Poplack (1990, as cited in Hamers, 2000, p. 259) which are *Tag switching*, *Intrasentential switching*, and *Intersentential switching*. For the functions of code switching, the researcher used fourteen functions of code switching as proposed by Koziol (2000 as cited in Nitiswari 2009), they were *personalization* (when people want to clarify a point, they create a certain atmosphere of shared ethnic experience, heritage, and distinctiveness), *reiteration* (when people want to reemphasize a meaning, they repeat what they have said in another language), *designation* (it uses to direct the message to one particular person among several addresses present in the immediate environment.), *substitution* (some people like to use their language for a term of endearment to designate one of their friends), *emphasis* (this function occurs to emphasize a particular segment of utterance), *clarification* (this function occurs when people want to specify what they are talking about or to make a clarification of the message), *objectification* (when people want to resist creating a more intimate, friendly, or comfortable atmosphere, they do switching), *untranslatability* (this function usually occurs to an issue or concept that is rather abstract), *mitigating message* (to make the message sound more polite and less demanding, people may switch their language), *interjection* (to get the interlocutor's attention and also to highlight what follows the interjection, people may use an interjection in a language that is not used in the general conversation), *parenthesis* (it is any incidental or extra

information that the speaker chooses to give his interlocutor on a certain subject he has just mentioned), *aggravating message* (it emphasizes the demand by showing a certain switch), *quotation* (this function occurs because direct quotations are almost recounted in the original language), and *topic shift* (it occurs when people discuss two things in different topic).

In this stage, the most frequent of language switching in SBY's interview transcript are also observed. The researcher analyzed which the most frequent types and functions of code switching that are used by President SBY. The example was shown in [81].

[81] "...tapi itulah realitas yang saya hadapi dan saya tidak boleh menyerah dan terus maju melewati semuanya, I have to move on, I have to go through semuanya itu."

The sample sentence [81] is spoken by President SBY. It is identified as an *Intersentential switching* because this type occurs at a clause or sentence level, in which each clause or sentence is in different language (Poplack 1990). The sentence "*I have to move on, I have to go through*" occurs after the speaker (President SBY) has finished his sentence before. He switched in English on his next sentence, so it is classified as an *Intersentential switching*. For the function, the sample sentence is labeled as a *reiteration*. This function occurs when a speaker repeats exactly what he said in another language to reemphasize the point (Koziol, 2000). In the sample sentence, "*I have to move on, I have to go through*" is a translation for "*saya tidak boleh menyerah dan terus maju melewati*

smuanya”. Since the underlined sentence repeated, therefore it is classified as *reiteration*.

The identification and the classification process are conducted to answer the first, the second and the third statement of problems. The data analyzed and classified into the category of each type and functions of switching in form of table. Table of types and functions of code switching presented in table 1 whiles the frequent of types and functions of code switching are presented in a table 2.

Table 1

Table of types and functions of code switching

No.	Sentences	Code Switching	Types of Code Switching	Functions
1.	[1] “Tentu, bisa kita bikin baik negeri kita. <i>That’s my belief</i> , keyakinan saya yang kuat.”	<i>That’s my belief</i> ,	Intra-sentential switching	Reiteration
2.	[2] “Dan ketika dunia mengalami krisis, negara lain berguguran, kita <i>survived</i> dan bahkan bisa bertahan.”	<i>survived</i>	Intra-sentential switching	Personalization
3.	[3] “Kemudian, sepertinya <i>good news is no news</i> . Untukewartakan yang baik-baik sepertinya tidak elok. Itulah yang membikin rakyat kita sendiri tidak menerima informasi dan gambaran yang utuh.”	<i>good news is no news</i>	Intra-sentential switching	Personalization
4.	[4] “...demokrasi memang penuh dengan <i>noise</i> , kegaduhan, debat,”	<i>noise</i>	Intra-sentential switching	Reiteration
5.	[5]”...boleh saya sebut begitu, antara Barat dan Timur tentang <i>mindset</i> .”	<i>mindset</i> .	Intra-sentential switching	Untranslatability

Table 2

Table the occurrences of types and functions of code switching

NO	Functions	Frequency			Total
		Tag	Intersentential	Intrasentential	
1.	Reiteration	-	2	44	46
2.	Personalization	2	6	37	45
3.	Untranslatability	-	-	29	29
4.	Substitution	-	-	10	10
5.	Mitigating Message	-	6	4	10
6.	Interjection	-	-	6	6
7.	Emphasis	-	1	2	3
8.	Clarification	1	1	-	2
9.	Quotation	-	-	1	1
Total		3	16	133	152

3.4.3 Quantification

To find out the frequency and the percentage of the occurrences code switching in SBY's interview transcripts, the researcher conducted the present research in quantification. Although this research is carried out in a descriptive qualitative method but this research also needs an accurate quantification to complete the research study. This stage was conducted to discover the most frequent constituents switched into other languages by using formula stated by Sugana (1986, as cited in Hasiani 2010). The formula is as follow:

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

P: Percentage

F: Frequency

N: Total of code switching

3.4.4 Viewers' Attitudes

This was another analysis on the viewers' attitudes toward the use of code switching represented by President SBY in his interview. The viewers were asked to fill in the semi-open questionnaires (see Appendix C) related to their personal opinions about the use of code switching. The questions explored the respondents' opinion toward the language use. The last step is interpreting the data by drawing a conclusion from the analysis of data.

