

CHAPTER III

RESEARCH METHOD

This chapter presents the research method of the present study. It consists of four sections: formulation of problems, research design, data collections, and data analysis. This study investigates code switching practices in *Indonesian Idol 2012* program to discover and reveal the types, functions, and viewers' attitudes of code switching towards *Indonesian Idol 2012* judges.

3.1 Formulation of Problems

The study investigates code switching of the judges of *Indonesian Idol 2012* and the attitudes of the viewers of *Indonesian Idol 2012* program towards code switching used by the judges. This research proposes three questions as follows.

- 1) What types and functions of code switching are used by the judges of *Indonesian Idol 2012* program?
- 2) Which judges code switch the most in *Indonesian Idol 2012* program?
- 3) What are the viewers' attitudes towards code switching used by the judges of *Indonesian Idol 2012* program?

3.2 Research Design

Based on the classifications of the research designs from Djajasudarma (2006), this study can be characterised as a qualitative study and is categorized as a case study. It is emphasized by Hancock (1998 : 6) “Case study research is used to describe an entity that forms a single unit such as a person, an organisation or an institution”. In a qualitative method, the data are categorized as naturalistic because the researcher is forbidden to manipulate the data or the respondents in terms of gaining the result. In gaining the data, the researcher conducted naturally without making the hypothesis for the study (Patton, 2006: 13).

3.3 Data Collection

3.3.1 Data Source

The data for this study were collected from: video-recordings and interviews. The video recordings of *Indonesian Idol 2012* program were obtained from <http://www.indoidolonrecord.co.nr/>. The recordings consist of 12 videos of *Spektacular Show 1* and 11 videos of *Spektacular 2* which were downloaded from the website retrieved on August 9, 2012. Afterwards, those videos were transcribed in order to compute the occurrences of types and functions of code switching. The units of analysis were words, phrases, and sentences.

An interview was used as an instrument in order to gain the viewers' attitudes towards code switching used by the judges of *Indonesian Idol 2012*. The study used a semi-structured interview. In a semi-structured interview, the interviewer could paraphrase and elaborate the questions in which are difficult to

be understood by the respondents. Thus, the semi-structured interview involves a series of open ended question (Hancock, 2002). Furthermore, semi-structured interview is used in order to get all information from the respondents (without forgetting the questions) but the respondents still have the freedom to explain and illustrate the concepts (Field and Morse, 1885: 67 cited in Emilia, 2008).

The interview consisted of 15 questions based on the components of attitudes proposed by Garrett (2010) namely, *affective*, *cognitive*, and *behavior*. Moreover, the questions were divided into three types of questions: *Introduction*, *Grand Tour Question* and *Specific questions* (Alwasilah, 2008) as follows.

Table 3.3 The Interview Framework

No.	Types of question	Components	Number of questions
1	Introduction	-	5
2	Grand tour questions	-	1
3	Spesific questions	<i>Affective</i>	3
		<i>Cognitive</i>	3
		<i>Behaviour</i>	3
			<ul style="list-style-type: none"> • Apa reaksi anda terhadap pencampuran bahasa yang digunakan oleh juri Indonesian Idol 2012? • Apakah anda mengalami kesulitan dalam memahami komentar yang disampaikan oleh para juri <i>Indonesian Idol 2012</i>? • Apakah anda setuju dengan pencampuran bahasa yang digunakan oleh juri Indonesian Idol 2012 ketika memberikan komentar terhadap finalis? • Apa yang mendasari anda melakukan atau tidak melakukan gaya berbahasa seperti para juri <i>Indonesian Idol 2012</i>? • Apa pendapat dan saran anda terhadap porsi penggunaan bahasa selain bahasa Indonesia yang digunakan oleh juri <i>Indonesian Idol 2012</i>? • Apakah anda menyadari adanya penggunaan lebih dari satu bahasa selain bahasa Indonesia yang digunakan oleh juri <i>Indonesian Idol 2012</i>? Jika ya, sebutkan bahasa apa saja yang sering digunakan. • Apakah anda akan tetap menonton acara Indonesian Idol walaupun terdapat pencampuran bahasa didalamnya? • Apakah anda mengikuti gaya berbahasa yang digunakan oleh juri <i>Indonesian Idol 2012</i> dalam kehidupan sehari-hari? • Apakah selain untuk menonton penampilan para finalis Anda pun mendengarkan komentar juri Indonesian Idol untuk menambah kosakata dalam bahasa Inggris?
Total			15

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3.3.2 Subjects

In the present study, the respondents who were purposively chosen were based on following criteria: female and male, university students who like to watch *Indonesian Idol 2012* program, ages range from 19 to 23 years old. I decided to use purposive sampling because I intended to discover the viewers' attitudes based on valid information from the respondents. Therefore, the participants belonged to a social group concerning an art group in one of universities. This group is a unit which accommodates people's talents in the field of music and dance. Besides training their talents, they also participate in both national and international events. Because of their social background, the respondents mostly watched *Indonesian Idol 2012* program since the program was in line with their interest.

Purposive sampling was used in order to obtain valid information from people as the respondents (Patton, 1990 cited in Alwasilah, 2008). Moreover, (Bernard 2002, Lewis & Sheppard 2006 cited in Tongco, 2007: 1) emphasizes that "the researcher decides what needs to be known and sets out to find people who can and are willing to provide the information by virtue of knowledge or experience".

Since *Indonesian Idol 2012* program deals with a talent contest aired in *prime time*¹, thus, it can be watched from all genders (Morissan, 2008). Therefore,

¹In television or radio broadcasting, the time when the largest number of people are watching or listening (from the Cambridge Advanced Learner's Dictionary & Thesaurus © Cambridge University Press)

5 females and 5 males were chosen to investigate the viewers' attitudes towards code switching used by judges of *Indonesian Idol 2012* program.

3.4 Data Analysis

Data analysis from video-recordings and interviews were conducted through several steps differently. The steps conducted for analyzing the collected data were as follow.

3.4.1 The Video-Recordings Data

3.4.1.1 The Transcriptions of the Video-Recordings

The first step in analyzing the video-recordings data was transcribing 23 videos of the judges' comments. This step was conducted to make the identification of code switching found in the judges' comments (see Appendix A).

3.4.1.2 The Identification of the Occurrences

The researcher identified code switching found in the transcripts of videos. The identification was words, phrases, and sentences (see Table 3.4.1.1).

3.4.1.3 Classification

Code switching identified from the transcripts of videos was presented in the table. The classification of types of code switching was based on the theory proposed by Poplack (1980) and the analysis of functions of code switching was based on the theory proposed by Koziol (2000). Table 3.4 shows an example of classification of types and functions of code switching found in the transcripts of videos.

The classification of code switching types in Table 3.4 was labelled by numbers for making the analysis table more efficient: (1) *intersentential switching*, (2) *intrasentential switching*, and (3) *tag switching*. Likewise, the classification analysis of functions of code switching was labelled by numbers: (4) *personalization*, (5) *reiteration*, (6) *designation*, (7) *substitution*, (8) *emphasis*, (9) *clarification*, (10) *objectification*, (11) *untranslatability*, (12) *mitigating message*, (13) *interjections*, (14) *parenthesis*, (15) *aggravating message*, (16) *quotation*, and (17) *topic shift*.

Table 3.4.1.3 The Classification Analysis of Code Switching Types and Functions

No	Judges	Text	Types								Functions							
			1	2	3	4	5	6	7	8	9	1	1	1	1	1	1	1
1	Ahmad Dhani	meminjam istilahnya Agnes, “ wow ”.		✓														✓
2	Agnes Monica	Kamu bikin bikin lagu ini sangat painful tapi juga grande.		✓						✓								
3	Anang Hermansyah	Dion, minggu lalu aku standing applause buat kamu karena memang susah untuk membikin hiburan yang komplit.		✓						✓								

3.4.1.4 Quantification

The next step was quantification. Quantification was used to discover the occurrences of each type and function of code switching and to reveal the occurrences of types of code switching used by each judge. The formula was used as proposed by Sugana (1986):

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

P = Percentage

fo = Frequency

n = Total of code switching

3.4.1.5 Discussions the Findings

The last step in analyzing the video-recordings data was to discuss the findings of types and functions of code switching in the transcripts of the judges' comments which had been quantified. Therefore, the conclusions could be drawn.

3.4.2 The Interview Data

3.4.2.1 The transcriptions of the Interviews

The first step in analyzing the interviews data was transcribing 10 audio-recordings of the respondents. This step was conducted to make the classification of components of attitudes (see Appendix E).

3.4.2.2 The Classification of the Respondents' Answers

The classification of the respondents' answer was based on the components of attitudes namely *affective*, *cognitive*, and *behaviour*. There were nine questions related to the components of attitudes proposed by Garrett (2010) (see Table 3.3).

3.4.2.2 Quantification of the Respondents' Answers

The next step was quantification. Quantification was used to investigate the respondents' answer based on each number of questions. The formula was used as proposed by Suryadi (1987 cited in Suryahutami, 2011):

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

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

3.4.2.3 The Discussions of the Findings

The last step in analyzing the interviews data was to discuss the findings the respondents' answer which had been quantified. Therefore, the conclusions could be drawn.