CHAPTER III

RESEARCH METHOD

This chapter discusses the methodological aspects of the present study. It includes the formulation of the problems, the research method, the data collection and the data analysis.

3.1   Formulation of the Problem

The present study investigated the readers' attitude towards the realization of code switching in LOOKS magazine, specifically in "Readerstyle" and "Mailbox" columns. The problems of the present study were formulated in the following questions.

1) What are types of code switching used in "Readerstyle" and "Mailbox" columns of LOOKS Magazine?

2) What are functions of code switching used in "Readerstyle" and "Mailbox" columns of LOOKS Magazine?

3) How is the attitude of the readers towards code switching used in LOOKS Magazine?

3.2   Research Method

The present study is a case study which employed a qualitative method. According to Hancock (2001), case study as a research design is used to describe single or small number of units in-depth. In the present study, this research design

was used to describe the phenomenon of code switching that appears in LOOKS magazine and the readers' attitude towards the code switching. By using a case study, in-depth information of the data finally could be obtained.

In a qualitative method, the data analyses are not only described but also interpreted so that the results of the analysis contribute to the development of theory (Alwasilah, 2011). Therefore, in this study, the data – which were in the form of largely text- were both described and interpreted with the purpose of creating the development concepts of types and functions of code switching and the readers' attitude towards the occurrence of code switching in LOOKS magazine.

Furthermore, in developing concepts or theories of qualitative data, inductive approach is utilized since it enables the researcher to explicitly interact with the respondents and identify the realities and related aspects from the respondents of study (Alwasilah, 2011; Hancock, 2002). In this study, inductive approach was employed to identify the readers' attitude towards code switching used in LOOKS magazine. The identification of the readers' attitude was conducted through a set of questionnaires given to the respondents.

Moreover, in qualitative method, the samples of the study were purposively chosen to acquire important information which cannot be obtained from the other samples (Alwasilah, 2011). In the present study, the samples were selected with regard to the purpose of the study which focused on how bilingual readers responded towards code switching found in LOOKS magazine. Therefore, ten female students of the eighth semester of English Education Department who

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either subscribe or ever read LOOKS magazine were chosen considering the assumption that the respondents master two laguanges (*Bahasa Indonesia* and English) who are also defined as bilingual people.

3.3   Data Collection

There are some major data collection techniques which are generally used in qualitative research; they are observation, text and document analysis, survey (questionnaire), interviews, recording and transcribing (Silverman, 2001; Alwasilah, 2011). However, to uncover the data from LOOKS magazine, the technique applied was document analysis. Meanwhile, the readers' attitude was revealed by distributing questionnaires to the respondents. The document analysis technique is discussed in detailed in 3.3.1 while questionnaires are discussed in 3.3.2.

3.3.1   Document Analysis

In the present study, document analysis technique was employed to classify types and functions of code switching found in the documentary data, magazine. The documentary data were taken from "Readerstyle" and "Mailbox" columns of 12 editions (edition of July 2011 to June 2012) of LOOKS magazine.

This study purposively utilized "Readerstyle" and "Mailbox" columns since these two columns demonstrate code switching used by Indonesian people while contributing their ideas and opinions to the magazine; rather than the use of

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code switching by the editor of the magazine. "Mailbox" column contains the collection of the readers' opinion towards the discussion of the magazine. Meanwhile, "Readerstyle" column contains the interview of Indonesian people who are chosen based on their unique style. In this case, the backgrounds of twelve people in "Readerstyle" column were observed. There are some people who are studying abroad, being International models and being fashion designers.

3.3.2 Questionnaires

Questionnaires were applied to reveal the readers' attitude towards the occurrence of code switching in LOOKS magazine. The respondents who were purposively chosen in the present study consist of ten female students of the eighth semester of English Education Department who subscribe or ever read LOOKS magazine. The study selected the respondents from English Education Department to find out the bilingual readers' attitude towards code switching. Moreover, the selected respondents are females since LOOKS magazine deals with features which mostly discuss the typical women topics, such as fashion or lifestyle.

The purpose of the use of questionnaires in collecting the data from the respondents was due to the fact that this technique was considered as relatively quick and easy. In the present study, the questions given to the respondents were based on the attitude's structure proposed by Garret (2010) who claims that attitude consists of three aspects, namely cognition, *affect* and behavior.

The issue of cognitive aspect in this study was revealed in the questions number 1 to 4 in the form of close-ended questions. The questions dealt with the

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readers' cognition towards the occurrence of code switching in the magazine; the portion of the occurrence of code switching in the magazine; the most frequent type of code switching found in the magazine; and the most frequent function of code switching used in the magazine. Meanwhile, the issue of *affective* aspect was raised in the question number 5 in the form of scaled questions. The statements A, B, C and D were intended to show the readers' affective aspect towards the magazine; the statements E, F, G, H were aimed to reveal the readers' affective aspect towards people who switch the code in the magazine; and the statements I, J, K, L were used to describe the readers' affective aspect towards code switching relating to their ability of both languages. Finally, the issue of behavioral aspect was presented in the questions number 6 to 9 in the form of either close-ended or open-ended questions. The questions dealt with the respondents' behavior after realizing the occurrence of code switching; the respondents' behavior towards the realization of code switching; the respondents' behavior towards code switching types; and the respondents' behavior towards code switching functions in the magazine.

3.4 Data Analysis

In analyzing both the documentary data and the data from the questionnaires, the process of content analysis was used. In using content analysis, the data passed through two levels of analysis. The first level of analysis (manifest level of analysis) is descriptive which describes what is actually stated from the data

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without reading and assuming it (Hancock, 2002). Whereas, the higher level of analysis (latent level of analysis) is interpretative which deals with what is meant by the data and what can be inferred from the data (Hancock, 2002). However, both the documentary data and the data from questionnaires were separately analyzed through different steps while fulfilling the two levels of content analysis. The steps conducted for analyzing the collected data were as follow.

3.4.1   The Document Analysis

3.4.1.1 Making a List of Code Switching Found in the Magazine

The first step in analyzing the documentary data was to make a list of code switching found in the magazine. The code switched items found in each sentence in "Mailbox" and "Readerstyle" columns are listed in the table. It can be seen in Table 3.1.

3.4.1.2 Classifying the Code Switching

The occurrence of code switching which have been listed then were classified and presented in the table. The classification was leaned on the categories of types and functions of code switching. The investigation of code switching types was based on the theory proposed by Poplack. According to Poplack (1980), there are three types of code switching, namely *tag switching, intra-sentential switching and inter-sentential switching*. Furthermore, the examination of code switching functions was based on the theory of fourteen functions of code switching

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proposed by Koziol (2000). The following table illustrated the analysis of types and functions of code switching in LOOKS magazine.

Table 3.1 The example of types and functions analysis

No	Sentence (s)	Page	Code Switching	Type of Code Switching	Function of Code Switching
1	Ada kakak sepupuku yang juga men**design** bajunya. **First we both make many design and then narrow it down by choosing the best.**	42	design; First we both make many design and the narrow it down by choosing the best.	Intrasentential; Intersentential	Personalization; Clarification

In Table 3.1, the word *design* is categorized as *intra-sentential switching* as the switch from Indonesian to English here occurs at the word level. On the contrary, the second switch is *inter-sentential switching* since it appears at the level of sentence (*First we both make many design and the narrow it down by choosing the best*). In the term of function, the first switch (the word *design*) is called *personalization* as the code switched item is compatible with the readers. Since LOOKS magazine mostly discusses fashion, the code switched item (the word *design*) is likely familiar with the readers and furthermore it has made an intimate relation with the readers. In addition, the second switch is aimed to specify the previous utterance, or it is called *clarification* function.

3.4.1.3 Quantifying the Occurrence of Types and Functions

The next step was quantification which was intended to reveal the occurrence of every type and every function of code switching in the magazine. To quantify the

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occurrence of types and functions of code switching, the formula proposed by

Sudjana (1984:49) was used.

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

P = Percentage

fo = Frequency

n = Total of Code Switching

3.4.1.4 Discussing the Findings

The last step in analyzing the documentary data was to discuss the results of the

use of types and functions of code switching which had been quantified. Thus, the

conclusion finally could be drawn.

3.4.2   Questionnaires

3.4.2.1 Identifying the Respondent's answer

After all questionnaires from the respondents had been collected, they were then

identified. The answer which mostly occurred of each number was aimed to

uncover the tendency of the respondents' answer.

3.4.2.2 Discussing the Findings of the Questionnaire

The next step in analyzing the data from the questionnaire was to discuss the

findings based on the attitude's structure proposed by Garret (2010), namely

cognition, *affect* and behavior.

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