

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter presents the methodology of the present study. It consists of four sections. Section 3.1 presents the statement of the problem. Section 3.2 elaborates the research method. Section 3.3 presents the procedures for data collection, and section 3.4 presents the framework for data analysis

#### **3.1 Statement of the problem**

This study examines the phenomenon of code switching in electronic store conversations.

The corresponding research problems are formulated in the following questions:

- a. What languages are involved in the code switching in Electronic City?
- b. What types of code switching occur in the conversations?
- c. What are the potential reasons for the occurrences of the switching?

### **3.2 Research method**

The present study is a case study that applied descriptive method and was largely qualitative. Some descriptive quantification, however, was employed to see patterns of code switching use. Matveev (2002) defines qualitative research as the study of symbolic discourse that consists of the study of text and conversation. Semi (1990) states that qualitative research is a study with less numerical data and mathematical process of equation. Everything is put in verbal statement and is intended mostly for researching social and humanistic field of studies. Subana and Sudrajat (2001) state that qualitative research is descriptive in nature because the data analyzed are not to accept or to reject the hypothesis (if there is any). The results of analysis, therefore, are the description of the observed symptoms.

The aim of descriptive research is, accordingly, to systematically, factually, and accurately describe or illustrate the facts, characteristics, and relationship of research elements. Suyatna (2002 cited in Ristanu 2000) states that the purpose of this method is to make a systematic, factual, and accurate description of facts and natures of certain objects.

Thus, this method is considered relevant with this study since it involves the collection of data concerning the existing phenomena. The data are realizations of code switching in electronic store conversations and the respondents' responses to questions in the interview.

### **3.3 Data collection**

#### **3.3.1 Reason for choosing Electronic City**

There are several reasons for choosing Electronic City as the research site. First, electronic equipment is a commodity mostly imported from overseas. The accompanying documents are also written in English. For example, the manual books of mobile phones, televisions, and radios use English. Therefore, electronic stores are a place where code switching potentially occurs.

The next reason is that Electronic City is the first retail electronic store that offers modern facility and also ease in electronic shopping compared with other traditional electronic stores. This store is the 2nd branch from 8 branches all over Indonesia. This potentially invites customers to visit the place.

The third reason deals with the choice of customer care at the front office department as the observation focus. Customer care staff face the customer directly in terms of information, promotion, shopping system, payment, and complaint. Customer care staff also coordinate with other store officers, because the customer care's place is close to the offices of sales promotion people, supervisors, and managers.

### **3.3.2 Respondents**

Respondents of the present study include customer care staff, sales promotion people, store officers, and the customers of Electronic City. The people who employed code switching in their middle of conversation were considered the respondents of this study. 39 respondents were involved, consisting of 17 female and 22 male respondents. 5 respondents were interviewed for their reasons for using the code switching.

### **3.3.3 Procedure**

The procedures employed in this study include tape recording and interview. The procedures were used to reveal the code switching in Electronic City conversations and to explore the potential reasons for the occurrences of the switching.

#### **3.3.3.1 Tape recording**

As previously mentioned, the present study covers conversations performed by customer care staff, sales promotion people, store officers, and the customers of Electronic City. These conversations were recorded on 14 through 17 October 2006, the highest visitor traffic during October. The data were recorded from 2 p.m. until 10 p.m., the busy time when most customers tend to do transactions.

### **3.3.3.2 Interview**

Interviews were conducted to explore respondent's reasons for using code switching. One person from the units of store (sales), customer care, goods pick- up, store operation, and logistic was interviewed. These were departments in which code switching was largely used in the conversations.

## **3.4 Data analysis**

Data analysis focuses on the recorded data from 14 through 17 October 2006 and the results of the interviews from 5 respondents.

### **3.4.1 The recorded data**

The recorded data were transcribed to identify the occurrences of code switching in the conversations performed by the respondents. The data were transcribed closely, sentence by sentence and also word by word. Repeating the recorded data more than 5 times was done to identify the occurrences of code switching. The recorded data were transcribed the night after it had been recorded. After the data had been identified, the data were classified to find the types of code switching in the conversations. The classified data were presented in tables based on the types of code switching proposed by Poplack, i.e. tag switching, intersentential switching, and intrasentential switching. Afterwards, the frequency of occurrences and their percentage were calculated to find the tendencies of the use of code switching in the vicinity of research.

### 3.4.2 Data from the interview

The questions related to the code switching were asked to the respondents, such as “Do you use the terms ‘product’, ‘supplier’, ‘pending’, ‘cancel’, etc. in your work place?” (*Apa anda menggunakan istilah product, supplier, pending, cancel, dll di tempat kerja anda?*) or “What are your reasons for using those words in the conversations?” (*Apa alasan menggunakan kata-kata tersebut dalam percakapan?*). The results from the interviews were identified closely to identify respondents’ reasons for using code switching in their conversations.

