

## 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 the data collection, and section 3.4 presents the framework for data analysis.

#### **3. 1. Statements of the Problem**

This study investigates the phenomenon of code switching in the editorials of *Gogirl!* magazine. The research problems of the study are formulated in the following questions:

1. At what level does code switching occur in the editorial of *Gogirl!* magazine?
2. What are the types of code switching found in the Editorials in the *Gogirl!* Magazine?
3. What are the functions of code switching in the Editorials in the *Gogirl!* Magazine?
4. What are the readers' responses of code switching used in the Editorials of *Gogirl!* Magazine?

### 3. 2. Method of Research

The type of the research used falls under the category of a case study which is qualitative in nature. This method was used because this research seeks to investigate a specific set of texts published in a specific period of time. The characteristics of these texts are unique and embody a particular case that cannot be generalized. The truths revealed from the investigation are limited by the time frame and context in which the texts were published.

This research is categorized as a case study based on the definition of case study that is proposed by McMillan and Schumacher (1989)

“a case study design refers to the one phenomenon the researcher select to understand in depth regardless the number of settings, social scenes, or participants in the study”

According to Wray (1998), a qualitative study involves description and analysis rather than counting features. In addition, Subana and Sudrajat (2001) states that qualitative research is descriptive in nature. Instead of rejecting or accepting hypothesis of the analyzed data, a qualitative research describes the result of analysis that comes from symptoms, which are not always in the form of numbers or intervariable coefficient.

Gay (1987 in Krismayanti 2005) states that a descriptive method is a method of research that involves collecting data in order to answer the questions concerning the subject of the study.

Thus, this method is considered to be relevant with this research because it involves a collection of data concerning the presence of code switching in the editorial and the responses from the readers towards the editorial.

### **3.3 Data Collection**

The data were collected from 12 editorials in 12 edition of *Gogirl!* magazine which were taken from January 2008 edition to December 2008, and the readers' responses to the phenomena observed through a set of questionnaires.

Besides the data, the questionnaires were also given to the respondents in order to obtain the description of readers' responses to the use of code switching in the editorial. The questionnaires consisted of 10 questions, which were multiple choices set in the form of semi open questions and closed questions.

#### **3.3.1 Data Source**

The data source was a set of texts taken from the editorial of *Gogirl!*. *Gogirl!* is a magazine which is dedicated to teenagers and young adults. It provides information that is related to teenage life, for example, beauty and health, fashion, celebrity news, life style and monthly routine articles. All of the segments are mostly written using a combination of Indonesian-English and sometimes popular regional language.

#### **3.3.2 Respondent**

The respondents of the present study were the students of Indonesia University of Education (Universitas Pendidikan Indonesia) majoring in English and Indonesia. Ten female students majored in English and ten female students majored in Indonesian from

the same academic year (2006). All respondents were considered to be the readers of *Gogirl!* magazine. These respondents were chosen because I intended to examine different responses to the use of code switching given by students from two different majors.

### **3.4 Data Analysis**

The data of the study were analyzed through several stages. They were the identification of the occurrences, classification, and the interpretation of the questionnaire. The stages are divided into two sections.

#### **3.4.1 The documented data**

##### **3.4.1.1 Identification of occurrence**

The twelve editorials were identified to obtain the occurrences of code switching. I underlined every word, phrase, and clause in the editorial that contains code switching. This underlining was intended to mark the occurrences of code switching in the texts.

##### **3.4.1.2 Classification**

The code switching utterances were shortly classified and presented in tables. The classification was based on the syntactical categories, types, and function of code switching. There were three types of code switching used as proposed by Poplack, i.e. tag switching, intersentential switching, and intrasentential switching; and fourteen functions of code switching as proposed by Koziol, i.e. personalization, reiteration,

designation (endearments and name calling), substitution (appositives), emphasis, clarification, objectification, untranslatability, mitigating message, interjection, parenthesis, aggravating message, quotation, and topic shift.

### 3.4.1.3 Quantification

After the classification, the quantification of code switching occurrences in terms of frequency and percentage were conducted to discover the most frequent constituents switched into English by using a formula stated by Sugana (1986). The formula is as follow:

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

P: Percentage

f: Frequency

n: Total of Code Switching

The data analysis procedure was continued with the interpretation of the occurrences and the last was drawing conclusion from the data.

### 3.4.2 Readers' Attitude

Readers' responses section (Language attitude) was another focus of the study. Readers were asked to fill in the semi-open questionnaires related to their personal opinions

about the use of code switching. The questions explored respondents' attitudes to code switching. Differences or similarities between the respondents majoring in Indonesian and English were analyzed.

