

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the method carried out in the research. It includes the statements of the problem, research methodology, the procedures for the data collection, and the framework for data analysis.

3.1 Statement of the Problems

The present study examines the phenomenon of code switching in “Campus Life” columns in the SPICE! magazine. The research problems of the present study are formulated in the following questions:

- a. What are the types of code switching that occur in the SPICE! magazine?
- b. What are the functions of code switching used in “Campus Life” columns in the SPICE! magazine?
- c. What are the readers’ responses toward the code switching used in the SPICE! magazine?

3.2 Research Method

In this analysis, in order to get accurate data the writer uses descriptive qualitative method. It is categorized as a case study since the data is limited in a specific context, i.e. the occurrences of code switching used in “Campus Life” columns in the SPICE! magazine.

The writer uses qualitative method to collect, analysis, and interprets data of code switching which according to Meriam (1988) is descriptive in that the researcher is interested in process, meaning, and understanding gained through words or pictures. In line with Meriam, Subana and Sudrajat (2001 in Apriyany 2006) state 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 inter-variable coefficient. Qualitative research generally focuses on clarifying event or situation; it is not explaining in correlation, examining in hypothesis, or making prediction of the study. Since “Campus Life” columns deal with words and pictures, therefore qualitative method is appropriated use in this study.

In addition, this study uses some quantification to show percentages of the code switching type appearance that is analyzed in form of the table. The analysis is started when the data are collected.

3.2.1 Data Collection

The data were collected from 10 “Campus Life” columns in 10 editions of SPICE! magazine. They were taken from January 2010 edition to October 2010 edition. Beside the data, the readers’ responses to the phenomena will be observed through questionnaires. They were asked to fill the research questionnaires (see appendix) related to the use of code switching in the SPICE! magazine. Questionnaires consist of 10 questions, which are multiple choices set in the form of semi open questions and close questions.

Actually there are many languages including some regional language found in the SPICE! magazine. However, this study concerns only to the switching between Indonesia and English (Indolish). Therefore, the instruments of the research are text analysis, questionnaires, and interview.

3.2.1.1 Data Sources

This present study was conduct to find out the types and functions of code switching that occur in the SPICE! magazine. SPICE! is an Indonesian young-adult magazine whose slogan “Smart, Sexy, Stylish, Success”. It is especially for campus girl, since its information related to young girls’ life. The article covers young-adult lifestyle columns, for example, fashion, love, beauty and health, celebrity news, urban update, and campus life.

The titles of the article in each segment are often in English. Furthermore, the language use in the content of the articles alternates between Indonesian - English (Indolish) and sometimes use popular regional language.

3.2.1.2 Respondents

The data was obtained through questionnaires. Respondents were asked to fill the questionnaires related to the study. The research engaged 20 respondents in which they were categorized into two groups. The respondents in the first group were ten female students majored in English at Indonesia University of Education (UPI) and the other group consists of female college students from various majors at UPI. The writer chose the respondents from English Department students under the assumption that they constitute a similar way of written interaction between bilingual individuals. The other group was students from various majors were chosen because the writer wants to examine different responses to the use of code switching.

Due to the difference of class schedules, it was quite difficult in gathering respondents together at the same time. The researcher collected the questionnaires by arranging appointments with respondents at campus during the class break.

3.2.1.3 Questionnaires

Questionnaires were used in the present study to gather the respondents' opinion which will represent their language attitude toward code switching that occurs in the articles.

According to Lambert (1967 as cited in Dittmar 1976), attitudes consist of three components: the cognitive, affective, and behavioral/conative component. Thus, the questionnaire consist the three components of attitude as suggested by Lambert (1967). Instead of code switching, the terms code alteration that was used in the questionnaire is essentially for respondents' convenience.

There were two types of questions employed in this present study: close or open. Closed-questions appeared 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. On the other hand, open-questions were difficult to score because the respondents were given a freedom to present their view or opinion; instead let them strayed from the subject. This kind of question allowed any answer.

3.3 Data Analysis

There were several stages in analyzing the data of the study. First, the writer underlined every word, phrase, and clause in the magazine that contains code switching. Second stage is categorizing the data into table based on its function and types of code switching.

The writer transcribed the data from 10 Campus Life columns in SPICE! magazine from January 2010 to October 2010 to identify the occurrences of code switching. The data were classified and presented in the tables by using Poplack (1980) theory about the types of code switching, including tag, intrasentential, and intersentential switching. The writer used Koizol (2000) theory to identify the functions of code switching, i.e. personalization, reiteration, designation, substitution, emphasis, clarification, objectification, untranslatability, mitigating message, interjection, parenthesis, aggravating message, quotation, and topic shift.

After classifying the data, the writer calculated the percentages of the occurrences of each type and function by using a formula proposed by Sugana (1986). It was useful to discover the most frequent constituents switched into English. The formula was as follow:

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

P: Percentage

f: Frequency

n: Total of Code Switching

The final stage was interpreting the occurrences of the data and then was drawing conclusion from the data. The table showed the occurrences of the three types of code switching. The table would be presented as below:

The Occurrences of Code Switching Types

No.	Types of Code Switching	Frequency	Percentages (%)
1	Tag Switching	24	6
2	Intersentential Switching	48	13
3	Intrasentential Switching	298	81
Total		370	100

In line with the quantification of the data, the writer is obtained the readers' responses related to their personal opinions about the use of code switching in magazine as another focus of the study. The readers were asked to fill the semi-open questionnaires.

The research has described how the writer conducted the research used qualitative method to gain the data. The next chapter will deal the writer how the data are analyzed and interpreted.