

## CHAPTER 3

### RESEARCH METHODOLOGY

This chapter presents the method carried out in the research. It will be including the statements of the problem, the research method, respondents, instruments, procedure and data analysis.

#### **3.1 Statements of the Problem**

The present study examines the phenomenon of code switching in friendster comments. The research problems are formulated in the following research questions:

- a) What types of code switching occur in friendster comments?
- b) How often does each of these types of code switching occur in friendster comments?
- c) What are the reasons for the users to code switch the language in friendster comments?

#### **3.2 Research Method**

##### **3.2.1 Methodology**

This study is simply qualitative though some quantification is also involved in answering how often code switching occurs. This study uses quantification to show percentages of the code switching types' appearances that were analyzed in form of table. In general, this study is largely qualitative. This study is collecting, analyzing, and interpreting data by observing how friendster users write in the friendster

comments column. The qualitative method is conducted in this study because the data analyzed are not to accept or to reject the hypothesis, but the result of the analysis is the description from the observed symptoms, which are not always in the form of numbers or inter-variable coefficient (Subana and Sudrajat, 2001). The present study uses qualitative method is also because that similar to other qualitative research it generates rich, detailed and valid (process) data that contribute to in-depth understanding of the context. Merriam (1988) added that qualitative research is descriptive in that the researcher is interested in process, meaning, and understanding gained through words or pictures. In qualitative studies, research methods are set up which suggest the type of methods of observation which may be used and the type of data which may be collected. Analysis begins as soon as data begin to be collected.

### **3.2.2 Respondents**

The respondents of this study are Indonesian friendster users. The data were taken from 10 friendster users' profiles comment columns. The friendster users' profiles were chosen randomly from 'my connections' list in the researcher's friendster profile. The researcher does not inform anything about the study to the 10 friendster users, so that they would not aware and worry if their comments were actually being recorded. The other respondents would be 20 Indonesian friendster users who were also chosen randomly from 'my connections' list in the researcher's friendster profile. They were asked to fill in the research questionnaire (see appendix) related to the study.

### **3.2.3 Instruments**

The main data were collected by recording comments from 10 friendster users' profile comment columns. The data were to answer the first and second statements of problem. The data would reveal the types of code switching, and so the frequencies of their occurrences in the friendster comments. The friendster comments were chosen as the sources of this study because the researcher has interested in the way friendster users communicate with the other users. They use to mix or switch their language in exchanging the comments. Actually, there are many languages, including regional languages, found in friendster comments. However, in this study, the researcher would only analyze the comments written between Indonesia and English.

This study used questionnaire as the instrument. There were 20 respondents answered to the questionnaire. The respondents were given a set of questions on their personal attitude towards code switching occurring in their writing comments (see appendix). This instrument carried out to answer the third statements of problem, to examine the possible reasons used by friendster users. The results of the questionnaire also show what types of code switching the respondents used to write.

### **3.2.4 Procedures**

The data were collected through recording the comments from March to April 2008 viewed in the 10 friendster users' profiles comment columns. All the comments between the ranges of time were recorded in form of data transcriptions. The data were analyzed and classified into the category of each types of switching in form of table. This process is to answer what types of code switching occur in the friendster

comments. Then, from the table, the numbers of the occurrences of each types of switching would show frequency how often those switching appeared in the friendster comments.

The next procedure was to ask the random chosen participants, in this case friendster users, to fill in the questionnaire. This procedure is to reveal and explore the reason of code switching in friendster comments. After collecting back the replied answer, the next step was to look up at the questionnaire results. Then those results of the questionnaire were analyzed based on the category of reasons from the theories given by Hoffman (1991) and Saville-Troike (1986). Finished analyzing and classifying them transfer the data into the table. The numbers would show what was the most frequent or maybe the least reason uttered by friendster users.

However, one thing the most important element of a case study is the natural phenomenon in social frame. Thus, the researcher does not inform the users so that they would not be alert that if their comments were being recorded. Wolfson (1986) in this case stated that if somebody discovered that they are being observed as an object of study, it may endanger the validity of data.

### **3.2.5 Data Analysis**

There are several stages in analyzing the data. They are the identification of the data occurrences, classification, and the interpretation of the questionnaire. The researcher transcribed the data from friendster comments for identification of the occurrences of code switching. Then, the code switching data were classified and presented in tables. They are classified according to types of code switching proposed

by Poplack (1980). There will be tag, intrasentential, and intersentential switching. Finished classifying, each types are count to show frequencies and percentages. And so, the answers from the questionnaires were analyzed using Hoffman (1991) and Saville-Troike (1986: 69) theories on the reasons of code switching. The data will be classified according to the reasons of code switching suggested (see chapter 2) and in form of table.

