CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the procedures used in conducting the research. It covers research design, research subject, research instrument, data collection, and data analysis.

3.1 Research Design

Research design is the plan of how to researcher proceed their research to acquire an understanding of some groups or some phenomenon in its context. It is an important part in conducting research and the method used in analyzing and collecting the data (Ary, 2010). In this case, choosing the research design is really important, because it will help the researcher to acquire an understanding of some cases.

This research is designed by using qualitative descriptive method. The writer describe and interpreted the phenomena categorized as code-mixing used by Thai students to update status on Facebook. According to Ary (2010), qualitative research design is seeing social reality as a unique thing, the writer can only understand human behavior by focusing on the meanings that events have for the people involved. The researcher must look
not only at what people do but also at how they think and feel, and the researcher must attempt to understand their reality.

3.2 Research Subject

Research subject is an individual who participates in a research study or someone from whom data are collected Darlington and Scott (2002). The subjects of this study are Thai students who are active and use code-mixing on Facebook. Thai students are chosen as the subject because of their abilities in using code-mixing in their update status on Facebook.

3.3 Research Instrument

In this study, in collecting the data, the researcher chooses observation as the research instrument. According to Lowe and Zemliansky (2011), observation is the most scientific discoveries, it can be conducted on nearly any subject matter, and the kinds of observations that will be conducted depend on the research question. In this study, the observation needs to be conducted to get the information about the types of code-mixing which are used to update status on Facebook and the types of code-mixing which are mostly used by Thai students to update status on Facebook.

The steps of exploring the object of study are as follow:
1. Printing all update status from the Facebook home page.

2. Marking or underlining sentences, phrases or words.

3. Classifying all the sentences, phrases, or words which were marked into code mixing.

3.4 Data Collection Procedure

In this study, the data collected from the users’ update status. Besides the research took note and wrote the data that connect with (1) types of cod mixing and (2) meaning of mixing. The data were collected on March 10 to 15, 2017.

The steps of collecting data are as follow:

a. Observing users’ update status on Facebook from 10 to 15 March, 2017 at 08:00 pm to 11:00 pm in a week.

b. Printing the data during the user’s update status since a week.

   They were taken on March 10-15, 2017.

c. Marking the data on the picture to know the language that used by the presenter and the artists.

d. Selecting the data related to the purpose of the study.

   e. Understanding and analyzing the data.

   f. Presenting the data.
3.5 Data Analysis

After all the data were collected, the next step was the data analysis. There were classified and identified the data where the collected data from cassette were analysis using the following steps.

1. Identifying the data take from the observation that is related to the code mixing.
2. Selecting the data concerning to the code mixing update status which is taken from picture from the print screen.
3. Categorizing the data based on the types of code mixing.
4. Analyzing the data based on the problems.
5. Before drawing the conclusion, the researcher listed all the code mixing in update status used by users on 10 to 15 March, 2017 into three different points below.

<table>
<thead>
<tr>
<th>No.</th>
<th>Time and data</th>
<th>Update status</th>
<th>Code mixing</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
6. Classifying the mixing codes based on their types of code mixing.

7. Understanding and writing the meaning of code mixing based on the observations in users’ update status on Facebook.

8. Drawing conclusion based on findings.