CHAPTER III

RESEARCH METHOD

This chapter outlines the methodology the researcher employs for conducting this study, involving research design, research subject, data source, data collection, and data analysis.

3.1 Research Design

Research design is crucial in conducting a study. It outlines the systematic approach and procedures for gathering, analyzing, and interpreting data. In this study, the researcher used the descriptive qualitative method because the researcher used words to describe the phenomenon rather than numerical data and statistical analysis. The descriptive method uses clear and simple language to clearly explain the phenomena under investigation (Colorado. The qualitative method involves collecting primarily textual data and examining it using interpretative analysis (Cresswell 2017 in Nata, 2021). The data in this research are textual because the researcher used documents as the main data and then analyzed and interpreted them using clear and simple language.

Based on the previous explanation, the researcher concluded that descriptive qualitative is a relevant method for this research since the study focuses on analyzing and interpreting written material, and the data analysis is presented descriptively. The descriptive qualitative method also offers a spacious flexibility for the researcher to investigate the research phenomena.

3.2 Research Subject

The research focuses on Livy Renata, a content creator and influencer born in Jakarta on March 26, 2002. Livy's selection as the research subject is attributed to her multicultural and multilingual background. Proficient in Indonesian, Mandarin, English, and Japanese, Livy converses in English and Mandarin at home while primarily using English at school. She acquired Mandarin from her grandmother and learned Japanese from her uncle, who married a Japanese woman.

3.3 Data Source

Data is crucial in conducting a study, it contains any information used by the researcher to answer the research question. The data in this research were obtained from several contents uploaded to Livy Renata's YouTube channel in May 2023, which has enormous viewers, more than 700k viewers. One of the videos reached more than 2 million viewers.

Following the analysis of previous researchers studying YouTubers by Angriani & Faridah (2022), they chose videos with a large number of viewers for analysis. Additionally, the researcher was interested in selecting these videos because they were created when Livy was in Japan. Consequently, the researcher assumes that the words spoken by Livy Renata will be diverse, including Japanese, English, Indonesian, or Mandarin. As is already known, Livy is proficient in those languages.

Four videos were chosen by the researcher, titled: (1) First date in Japan with Tomo Waseda boys (2) Trying the dog café in Harajuku, Japan, with Tomo Waseda boys & Tora (3) *Ngobrol with Neo Japan & Erika! Tiba-tiba disamperin Tomo* (4) *Leaving for Japan again – dijemput Tomo.* The primary data in this research consisted of Livy Renata's utterances containing code-mixing in the selected videos, while the secondary data were obtained from the previous studies, journals, and articles related to this topic.

3.4 Data Collection

The process of acquiring research data is known as data collection. In this study, the researcher utilized a research instrument and some procedures to obtain the necessary data. This can be further explained below:

3.4.1 Research Instrument

In qualitative research, the researcher serves as the main instrument for data collection (Johnson et al., 2020). In this research, the researcher also used document analysis as the instrument. Document analysis implicates the thorough examination and interpretation of data to build empirical knowledge, derive meaning, and enhance comprehension (Chanda, 2022). Document analysis can take various forms, including electronic formats like video content and television, as well as non-electrical formats such as papers, journals, and books. In this study, the researcher used video and video transcripts as material for analysis.

3.4.2 Procedures for Collecting Data

In obtaining the data, the researcher adapted these procedures from Maheswara (2022), the first step is downloading the videos, ensuring that the videos are stored safely to prevent the content deletion. The next step is watching the videos to understand the conversation within, and the last step is transcribing the dialogue from Livy Renata.

3.5 Data Analysis

Data analysis is the process of processing, examining, and interpreting data to gain a deeper understanding, discover valuable findings, and draw relevant conclusions. During the data analysis process, the researcher adapted procedures outlined by Maheswara (2022), and it could be explained as follows:

1. Reading the transcript to find some code-mixing in Livy Renata's utterances.
2. Classifying various types of code-mixing using Suwito's theory in a table.
3. Analyzing the data using Suwito's theory.
4. Calculating the code-mixing occurrence in the videos using Sudjiono's formula.
5. Identifying the dominant and least common type of code-mixing.
6. Drawing a conclusion of the study.

The researcher used a coding system for each datum to classify the data. According to Saldana (2021), qualitative analysis codes are often words or short phrases. The use of codes in qualitative analysis aims to help researchers organize, group, and interpret data in a more structured and meaningful way. In classifying types of code-mixing using Suwito's theory, the researcher used codes to simplify data analysis. Here are the codes: (1) WICM: Word Insertion Code-Mixing (2) PICM: Phrase Insertion Code-Mixing (3) HICM: Hybrid Insertion Code-Mixing (4) RICM: Repetition Insertion Code-Mixing (5) IICM: Idiom Insertion Code-Mixing (6) CICM: Clause Insertion Code-Mixing. The researcher utilized Sudjiono's formula in Destriani (2019) to calculate the data. Here is the formula:

$$p = \frac{F}{N} \times 100\%$$

P = Percentage

F = Frequency

N = Number of Cases