CHAPTER III

RESEARCH METHOD

This chapter discusses about the research method used in this study. It covers the discussion of the Research Design, Research Subject, Research instrument, Data collection, and Data analysis.

3.1 Research Design

In this research, the writer used descriptive qualitative design because the researcher will describe the type of code switching that occurs in the Facebook status and Instagram caption written by Thai Students at University of Muhammadiyah Malang, and gives explanation about the motive in order to know the reasons why code switching occur in the status’ facebook and photo caption in Instagram written by Thai Students at University of Muhammadiyah Malang.

According to Cresswell (2009:4) Qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the participant’s setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data.

3.2 Research Subject

Research subject is an individual who participates in a research study or someone from whom data are collected. Darling and Scott (2002:52) mention that
research participants in qualitative research must have “the capacity to provide full
and sensitive descriptions of the experience under investigation”.

In this research, the writer took fifteen students from English
Language Education, Bahasa Indonesia, Tarbiyah, Electrical Engineering,
International Relationship, and Management Department at University of
Muhammadiyah Malang Academic year 2013-2016 as the subject of this research.
They were selected because they often write their ideas and feelings using code
switching by switch language from Thai to English or Indonesia, and Indonesia to
English or Thai to updates status in Instagram and Facebook. Moreover, they
commonly connect Instagram captions to Facebook status updates in once posting
at the same time. In addition, they have ability of speaking at least three
languages. The official language of Thailand is Thai to communicate each other.
Some of them can use Melayu language in their communication. They can speak
several languages such as English, Thai, Melayu and Indonesian. They usually
spend their time mostly with their friends from Thailand more than Indonesian
friends because they live with friends from Thailand in the same boarding house.
They use Thai language more than Indonesia or English in their daily life such as
in speaking, posting status updates in social media, chatting with their friends and
family. They speak Indonesian only when they talk to Indonesian friends, teacher
and when do shopping. They will speak English with teacher or foreign in
appropriate time. and have many friends from other countries be in social media.
Then, analyzing language use by switch language in social media would also help
us understand bilingual or multilingual people better.
3.3 Data Collection

To collect the data about the use of code switching in Facebook and Instagram the researcher took 48 data of Facebook status and Instagram caption of using code switching in Thai language switch to English and Indonesian, or vice-versa.

3.3.1 Technique and Instrument

The research technique that is used by the writer is observation. In this research, the researcher used qualitative observation because the researcher needs to observe the behaviors of using language especially in the use of code switching in social media; Instagram and Facebook by Thai students in University of Muhammadiyah Malang to collect the data to classify types of code switching using by Thai students in university of Muhammadiyah Malang.

The instrument to obtain and analyze the data in this research is the researcher herself. In addition, the researcher did collecting the status’ facebook and photo caption in Instagram written by Thai Students at University of Muhammadiyah Malang that use code switching. Moreover, the researcher also conduct interview session to know the types of code switching, the reasons of using code switching in Instagram and Facebook.

Ary (2010: 438) stated that interview is used to gather data from people about opinions, beliefs, and feelings about situations in their own words. They are three types of interview, unstructured interview, structures interview, and semi interview.
a. Unstructured interview

Unstructured interview is a conversational type of interview in which the questions arise from the situation. The interview is not planned in detail ahead of time; the researcher asks questions as the opportunity arises and then listens closely and uses the subjects’ responses to decide on the next question. It means that the interviewer gives the interviewee spontaneously based on the situation (Ary, 2010).

b. Structured interview

Structured interview is scheduled for the specific purpose of getting certain information from the subjects. Each respondent is asked the same set of questions, but with some latitude in the sequence. It means that the interviewer makes a list of questions that will be asked to the interviewee. In the qualitative approach, the list of questions is generally more limited in length and most questions cannot be answered with yes or no or limited word responses. (Ary, 2010).

c. Semi structured interview

Semi structured interview is the combination of both structured and unstructured types. It uses a list of questions to explore the topic more detail (Ary, 2010).

In this research, the researcher used the structured interview because the researcher needs to prepare a list of questions for the subject. After the participants
answers the questions, the researcher asked some follow up questions that the researcher was prepared. In this case, the researcher interview fifteen Thai students in 2013-2016 Academic year, in the University of Muhammadiyah Malang about the reason of using code switching in social media.

3.3.2 Procedure

The researcher collected the data from Instagram and Facebook that use code switching through a process in the figure below:

![Diagram of data collection process](image)

Figure 3.1 Procedure of Data Collection

3.4 Data analysis

After collecting the data, the writer analyzed the data based on research question. The following steps were done to analyze the data collected in code switching:

1. Identifying type of code-switching using in social media by Thai students in University of Muhammadiyah Malang.
2. Identify the reason of using code-switching in social media by Thai students in University of Muhammadiyah Malang.

Table 1. Types of code switching

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List of abbreviation:

Ex = Extrasentential switching

Ie = Intersentential switching

Ia = Intrasentential switching