CHAPTER III
RESEARCH METODOLOGY

In this chapter, the writer discusses the aspect related to research method. Those aspect are: research design, object the study, data collection and data analysis.

3.1 Research Design

Research design is to facilitate the research to determine the approach that should be used in this analysis. According to (Creswell, 2014), research design provides the right direction to conduct the research using qualitative, quantitave, or mixed methods approaches. Research design must be appropriate with the hypothesis in previous study (Ary et al., 2010). It means that research design fits with the researcher that wants to improve the previous research. This research tells about analysis of code switching that have been conducted before so the researcher wants to improve the analysis by using a different object that rarely used before by using research design.

The researcher uses qualitative design to analyze the data because qualitative design fits with the research. According to Creswell (2014), qualitative research collects the data from the participants and the researcher making an interpretation meaning from the data. Qualitative also can be used for conducting research about any topics including the trend topic that happens in environment and it also provides the researcher to freedom to choose any other topics based on
what they interest (Yin, 2011). Yin (2011) also said that qualitative represented as an attractive and fruitful method for conducted this type of research. And then, qualitative also provides a picture, word, video, etc to collect the data and to answer the question that different with quantitative that provide a correlation, statistical, etc and it focused to give understanding to the context more further (Ary et al., 2010). This research only analyses about the beauty vlogger without asking a question face to face, so the data can be collected only for the video that she posted and the researcher made a note about Sarah Ayu dialogue.

3.2 Object of The Study

Object of the study is an individual person that involves in a research (McMillan, 2001). The object of this study was “Testing Full Face of New Makeup” by beauty vlogger Sarah Ayu. This video showed about the tutorial of makeup in whole face and shows the brand of makeup that Sarah Ayu use. The duration of this video is 22 minutes and gets more than 100 thousand views and she posted this video on September 28, 2017. More specifically, the object of the study was code switching that used by beauty vlogger Sarah Ayu in the video “Testing Full Face of New Makeup. The data were code switching used by beauty vlogger Sarah Ayu dialogue in the video “Testing Full Face of New Makeup”. The data was also validated by English Education Department lecturer Adityo, S.S., M.A. The researcher analyses this video from beginning until the end. The reasons why the researcher chooses beauty vlogger “Sarah Ayu” as an object of the research is she is one of the beauty vloggers in Indonesia that used bilingualism in her video.
3.3 Research Instrument

Research instrument is a tool to help the researcher conduct the research successfully (Ary et al., 2010). In qualitative research, the main instrument is the researcher (Moleong, 2005 cited in Riyanto, 2010). Moleong (2005) cited in Riyanto (2010) also said that the researcher also involved in the conducted research which means the researcher as the data collector, played the role as the designer, the analyst and the reporter of the research finding. Ary et al (2010), said that there are an instrument that can be used in collecting the data that often used in qualitative research, they are observation, interview, questionnaire, document analysis. In this research, the researcher collected the data by document analysis. The instrument is explained below.

3.3.1 Document Analysis

Ary et al (2010), states document analysis is a research instrument that contain written or visual document that can be take from newspaper, transcript, magazine and visual document that can be take from video tapes, audio tapes, computer files. The researcher will use “Sarah Ayu” dialogue script and video recorder of “Sarah Ayu” about “Testing Full Face of New Makeup”.

3.4 Data Collection

Data collection can be defined as the procedure of collecting the data. According to Ary et al (2010) data collection is a very important part to select and develop the data for finding the result. The data of this study were code switching
used by beauty vlogger “Sarah Ayu” in video “Testing Full Face of New Makeup”. The steps of collecting the data as follow:

1. Watching the video

The researcher download the video of “Sarah Ayu” in “Testing Full Face of New Makeup” from youtube and watch the video to understand “Sarah Ayu” switching language from Indonesia to English. The researcher watch the video three times. Firstly, identifying what languages that used by beauty vlogger “Sarah Ayu”, secondly, identifying in which minutes “Sarah Ayu” switch her language, and the third, identifying the type of code switching that “Sarah Ayu” used.

2. Identify The Script and Marking The Data

After watch the video, the researcher identify the script of “Sarah Ayu” in video “Testing Full Face of New Makeup” to determine and marking the data in which part “Sarah Ayu” switch her language from Indonesia to English and what type of code switching she used. It can be displayed in the following table below.

Table 3.1 Format the table of code switching used by beauty vlogger “Sarah Ayu” and type of code switching in video “Testing Full Face of New Makeup”

<table>
<thead>
<tr>
<th>NO</th>
<th>Code Switching (Sarah Ayu Dialogue)</th>
<th>Time</th>
<th>Type of Code Switching by Poplack (1980)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Tag- Switching</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Inter- sentential</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Intra- sentential</td>
</tr>
</tbody>
</table>
3.5 Data Analysis

After collecting the data, the researcher analyzed the data to arrange the data. According to Flick (2014), data analysis is a central step in qualitative research and data analysis can form the result of the research. The steps of data analysis as follow:

1. Analyzed code switching That Used By “Sarah Ayu”

   The researcher analyze code switching that used by beauty vlogger “Sarah Ayu” in her video “Testing Full Face of New Makeup” by write down the “Sarah Ayu” dialogue from the script that contain code switching and write down the time in which part she switch her language.

2. Analyzed Type of Code Switching

   The researcher analyzed type of code switching that used by beauty vlogger “Sarah Ayu” in video “Testing Full Face of New Makeup” by gives the checklist in types column in Table 1 above and write down the reasons why “Sarah Ayu” used this type.

3. The researcher draws a conclusion of the research.