CHAPTER III
RESEARCH METHOD

In this chapter, the researcher presents the aspects dealing with research methodology. Those aspects are research design, research subject, research instrument, data collection and data analysis. Each point is provided as follows:

3.1 Research Design

According to Cresswell (2009), research design consists of plans and the procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis. Research design is the researcher’s plan to gain information and to complete answer the research questions. Research design serves also as direction for research that systematizes and involves several decisions used in study a topic.

Descriptive research refers to research studies that have as their main objective the accurate portrayal of the characteristics of persons, situations or groups (Polit & Hungler, 2004). This approach is used to describe the aspect of phenomenon in our lives. Meanwhile, descriptive research is designed to describe person, group, situation and activities. There are two methodologies, quantitative research and qualitative research.

Qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem (Creswell, 2009). It means that qualitative research design is concerned with social aspects in our life and also development of social phenomena. The process of research
includes emerging questions related to social phenomena, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the data.

According to Creswell (2009), quantitative research is a means for testing objective theories by examining the relationship among variables. These variables can be measured, typically on instruments, so that numerical data can be analyzed using statistical procedures exactly. The final written report usually a numeric form or statistical approach to research design.

This research used descriptive qualitative research design as the researcher intended to explore about the code mixing used by Hitzteria Program Broadcasters, at Elfara Radio.

3.2 Research Subjects

The subjects of this study were female and male broadcasters in Malang who presented Hitzteria Program. The female presenter was 20 years old and students of English Department in Malang. The other male presenter was 24 years old and students of International Relations Department in Malang. The subjects of this study were choosen because they had abilities in using code mixing in an on-air program. Moreover, the subjects of this study had work in the radio station for a year.

3.3 Data Collection

3.3.1 Technique and Instruments

The technique used in collecting the data in this research were document analysis and interview.
3.3.1.1 Document Analysis

One of source information in qualitative research can be documents. According to Cresswell (2009), document can be public documents and private documents. Public documents such as newspapers, minutes of meetings, records in the public domain and letters. Private documents such as personal journals and diaries, letters, e-mails. These sources provide trust information in supporting researchers understand the main phenomena in qualitative studies.

The researcher chose document analysis to obtain the data of the phenomenon of code mixing used by the broadcasters on program radio station especially in Elfara Hitzteria Program. The document of this study was to record of Hitzteria program which was classified as audiotapes. The researcher listened carefully and then transcribed and analyzed the broadcaster’s utterance in Hitzteria Program.

3.3.1.2 Interview

Interview is most popular method used to obtaining qualitative data. Ary et all (2010) states that interview is basic methods used to gain understanding subject’s opinion from people, or feeling about situation in their own word. In addition, Hancock (2002), interview is method to collect the data with face to face between interviewers and individual by conduct some questions to get the detail information. The researcher used interview as method to get information about code mixing used by broadcaster.
Moreover, Hancock (2002) states that interviews can be divided into three; structured, semi structured and unstructured. Structured interview consist of the interviewer asking each respondent the same questions in the same way. Semi structured interview sometimes refers to as focused interviews involve a series of open ended questions based on the topic areas the researcher attempts to cover. Unstructured interview or informal interview sometimes refers to as "depth" or "in depth" interviews have very little structure at all.

The researcher used semi structured interview to get the data from the subjects and give informants the freedom to express their opinion based on questions. The researcher asked questions about the purpose of Elfara FM broadcasters in mixing the codes in “Hitzteria” program while on air. Tape recorder was used to record the data of the interview.

3.3.1.3 Procedure

In this research, the researcher focused on the code mixing used by broadcasters of Hitzteria program in Elfara FM Radio station. The researcher used the several steps to collect the data:

1. Recording the broadcasters of Hitzteria program while on air
2. Transcribing the broadcasters of Hitzteria program while on air
3. Interviewing the broadcasters of Hitzteria program
4. Transcribing the results of interview

3.4 Data Analysis

The data analysis focuses on analyzing, interpreting, and transcribing recorded material to learn about human behavior and attitudes (Ary, 2010). The
reaper used several aspects related to the research to complete the required
information through observation and interview. In addition, documents analysis is
a method applied by the researcher to written or visual materials for identifying
specific characteristics which is related to this study (Creswell, 2012). The
documents can be text book, minutes of meetings, newspaper, personal journals,
biography and letters.

The data used in this study were broadcaster’s utterances within Hitzteria
program while on air. All the utterances on program containing code mixing used
by Hitzteria’s broadcaster were analyzed. After collecting the data, the researcher
analyzed the data by several steps:

1. Identifying the transcription results of the Hitzteria broadcaster
program.
2. Classifying the types of code mixing on table below based on the
transcriptions Hitzteria broadcaster program.

Table 2.1 Insertion

<table>
<thead>
<tr>
<th>No</th>
<th>Code Mixing</th>
<th>Translation</th>
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Table 2.2 Alternation

<table>
<thead>
<tr>
<th>No</th>
<th>Code Mixing</th>
<th>Translation</th>
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Table 2.3 Congruent Lexicalization

<table>
<thead>
<tr>
<th>No</th>
<th>Code Mixing</th>
<th>Translation</th>
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3. Investigating the reason of code mixing used by the Hitzteria broadcaster’s program.

4. Drawing conclusion