CHAPTER III
RESEARCH METHOD

This chapter unveils the summary of research method employed in this study related to research design, research subject, data collection, and data analysis.

3.1 Research Design

Research design is the plan preparation of the research project or the arrangement of circumstances for collection and analysis of data (Kothari, 2004). It may be the researcher’s assistance to organize planning of the methods. Moreover, it may be implemented for collecting the valid data and the techniques which is utilized in the analysis. It can be concluded that, research design may truly be referred to a researcher’s plan to process in order to gain relevant information and answer problems related to phenomenon discussed. Research design is divided into three types: qualitative, quantitative, and mix methods by Creswell (2012).

The researcher promoted qualitative research for this study. Ary et al. (2010) imply that qualitative research focuses on understanding social phenomena from the outlook of the human participants in natural settings. The design was selected due to the purpose of the study where defining the natural phenomenon of code-switching (henceforth: CS). Moreover, applying qualitative method was intended to collect data in the form of words instead of numbers to analyze types and viewers’ thought of the factors that influence gamers to use code switching.
In order to find a valid result, the researcher validates the data by asking the linguist in ELED University of Muhammadiyah Malang, who was also serving as the supervisor for this project to check the data analysis results.

3.2 Research Subject

The subject were Jess No Limit’s videos and 5 persons who played mobile legend game as well as YouTube MOBA vlog viewers. To underline, MOBA was multiplayer online battle arena also known as ARTS (action real-time strategy). It was a subgenre of strategy video games that initiated as a subgenre of real-time strategy, where a player controlled or used a single character in a team who competed with another team of players. Jess No Limit has 560 videos in his YouTube mobile legend vlogs. Jess No Limit first released Mobile Legend vlog on October 19, 2017 and joined at YouTube on September 6, 2017. In this research, the materials were the two Jess No Limit videos released on February 9, 2019 and January 23, 2019. Moreover, reason the video was chosen because both have the most “likes”. The reason why the researcher chose this videos was that the Jess No Limit’ videos used two language in his speech, he has many subscribers and viewers. Furthermore, the interviewees were aged between 23 to 28 years old. The reason why the researcher chose them was that they were experienced MOBA players and they had been playing Mobile Legend for more than 1 years so that they were expected to know many essential parts or terms of MOBA. The subjects were to answer some questions prepared by the researcher in the interview session.
3.3 Data Collection

3.3.1 Research Instrument

3.3.1.1 Document Analysis

Document analysis is an instrument to address the first research question. In this research, the materials were the two *Jess No Limit* videos. The reason of using document analysis was the researcher desired to identify and dig out many CS as the target data for her research. Based on the (Ary, 2010) document analysis can be analyzed text books, newspapers, web pages, speeches, television programs, advertisements, musical composition, or any of host of other types of documents. Thereon, video transcribe was prepared by the researcher before identify and dig out many CS in the target data. Furthermore, the researcher identifying of many CS in the data.

3.3.1.2 Interview

Interview guideline is an instrument to address the second research question, the researcher employs semi-structured interview in this study in order to discover information correlated to factors and functions of CS in their social interaction. As it is suggested by Flick (2009) that semi-structured interview is an appropriate form of developing the method of interviewing. Thereon, interview guideline was prepared by the researcher before doing interview which consisted of questions about problems discussed. Furthermore, the researcher applied open-ended and close-ended questions in her interview guideline.
3.3.2 Procedure

1. Downloading and watching some Jess No limit Mobile Legend vlogs from YouTube
2. Transcribing the two Jess No Limit videos.
3. Doing interview with 5 YouTube viewers about Code switching used in Jess No Limit vlogs
4. Transcribing the results of interview gained from 5 interviewees.

3.4 Data Analysis

3.4.1 From Vlogs transcription

After observing the Jess No Limit vlogs, the researcher made the transcription about some words or code switching used by Jess No Limit while playing Mobile Legends. The transcription was written in transcription paper which was prepared by the researcher. First, the researcher analyzed the transcription to find some codes switching revealed by Jess No Limit in his speech. Moreover, the way the researcher found the CS was watching the video and paid her attention on every event which shows the occurrence of code switching. After finding the code switching, the researcher identified the code switching’s and classified them into their type whether it is inter-sentential, intra-sentential or tag switching. Eventually the researcher justified why the finding belonged to the type based on the Poplack’s (1981, as cited in Saraswati, et al., 2016) theory.
3.4.2 From Interview transcription

The interview transcription was gained after interviewing the 5 interviewees, the transcription came from the answers which were revealed by the interviewees during interview session. After reading the interview transcription, the researcher analyzed it to find the answer which contained reasons of using code switching. Next, the researcher highlighted every reason revealed by the transcription. Moreover, the researcher coded the finding and described it in detailed.