CHAPTER III
RESEARCH METHODOLOGY

This chapter exposes the research methodology section. It covers research design, research subject, research instrument, data collection, and data analysis. Ultimately, they are elaborated in the following parts:

3.1 Research Design

Research design was required by the researcher to facilitate the process of collecting and analyzing the data. The research design was needed as a plan or a strategy in conducting the research. As a plan of the researcher, the research design is used to gain an understanding on groups or phenomena (Ary et al, 2010). Furthermore, the research design was plans and procedures of the research that significantly focus on methods of data collection and analysis (Creswell, 2009). Thus, it can be remarked that the research design was needed by the researcher in conducting the research, especially in collecting and analysing the data.

This research used a qualitative research design. Even more, the qualitative research design is the research design attempting to understand or to find out the answer of the lately phenomena (Fraenkel, Wallen & Hyun, 2012). It tends to generate words rather than numerical data. This research was categorized as the qualitative research design investigating the phenomena of code mixing applied by the presenter of Black Spot segment of Black in News on ANTV and the how each code mixing is applied by the presenter of Black Spot segment of Black in News on ANTV. Secondly, the
result of this research was framed by means of using words rather than numbers. Therefore, for those reasons, it could be categorized that this research was classified as qualitative.

3.2 Research Subject

The researcher required the research subject as a person who was investigated further in the research. According to Mc Millan (1996), the research subject is an individual who involves or participates in the research. Accordingly, regarding this research, the researcher decided to choose the presenter of Black Spot segment of Black in News “special edition” on ANTV as the research subject.

Hilyani Hidranto is an Indonesian presenter who started her career as the finalist of MTV VJ Hunt in 2004. Hilyani is more known as a sport presenter but she is also a presenter of entertainment programs in two different television channels in Indonesia. She is 28 years old. Hilyani was born in Bandung then she moved to Virginia {USA} for eight years and she continued her study in Northern Virginia Community College. Her experience in the US influenced the way she speaks when returning to Indonesia.

3.3 Research Instrument

Research instrument was multiple means used by the researcher in collecting the data. Likewise, Arikunto (2006) states that the research instrument is a tool that is used by the researcher to gather the data and to make the researcher easier in gaining better result, complete, and systematic. The research instrument could assist the researcher to obtain the informative
data related to the research. According to Ary et al.(2010) there are instruments which are commonly used by the researcher, namely: tape recorder, camera, observation checklist, field notes, interview guide, questionnaire, and document analysis. Furthermore, in this research, the researcher used one as the research instrument namely document analysis. Thereupon, the instrument is exposed further below.

3.4 Document Analysis

The method to collect the data of this research was document analysis. The document analysis not only can be an instrument, but also it can be the way of collecting the data through analyzing the related documents. Furthermore, Creswell (2009) demonstrates that the document analysis is a technique of gaining the data which is used to analyze documents which deal with research problems. The document analysis can facilitate the researcher in collecting the informative data through documents. More simply, the researcher took a video of Black Spot segment. Eventually, the researcher collected the data and selected the necessary data that related to the research problems.

3.5 Data Collection

Collecting the data is an essential element in conducting the research. According to Ary et. Al,(2010) define the data collection is techniques of collecting or gathering the data. It was intended to facilitate the researcher in obtaining the data rigidly. Even more, in this research, the researcher applied to gain the data through document analysis. Eventually, the following explanations are provided further below:
3.6 Data Analysis

Data analysis constitutes as procedures of analyzing data after collecting the data. The data analysis is a process of analyzing and arranging the data which has been collected in order to enable the researcher to come up with findings (Ary et al, 2010). Apart from this, it is intended to increase the researcher's understanding of the data and to enable the researcher to expose what the researcher learned to others. According to Creswell (2009), it encompasses analyzing participant information, organizing data, preparing data, coding the data, representing the findings in table, graph, or figure, and interpreting the findings. Then, after collecting the data, there were seven procedures as the guidance for analyzing the data. Ultimately, those procedures are outlined rigidly as follows:

1. Organizing the data from the instrument, in this case the result of document analysis.
2. Classifying the types of code mixing applied the research subject of Black Spot segment of *Black in News* “special edition” on ANTV.
3. Classifying the application of the research subject in applying code mixing in Black Spot segment.
4. Describing the types of code mixing and the application of the research subject.

Drawing conclusion about types of code mixing and application of the research subject.