

CHAPTER 3

RESEARCH METHODOLOGY

This chapter outlines the methodology the researcher employs for conducting this study, involving research design, research object, research instrument, data collection, and data analysis.

3.1 Research Design

Research design is a critical process for ensuring that research is valid, reliable and produces meaningful results. A research design is an outline of what a researcher will do according to a script, hypothesis, and prepared proposal (Mukherjee, 2017). The method used is qualitative descriptive research by recording all the data that appears in the conversation in The Connell Twins vlog. Qualitative research is a type of research by collecting numerical data or intervening to generate hypotheses. Qualitative research focuses on specific people, events, and contexts and lends itself to idiomatic analytical styles (Crowther & Lauesen, 2017). The writer used descriptive content analysis for this research. Material can be in the form of text, video, etc. The material is also analyzed using listening techniques and note-taking techniques. The listening technique is carried out by observing the language used in the video entitled "Belanja Bulanan Bareng Kita di Australia" by The Connell Twins which contains the code-switching phenomenon as research data. Then the recording technique is carried out by writing down the speech in the video that contains code switching.

3.2 Research Object

A research objective is a summary of the achievements the researcher hopes to achieve through the project and provides direction to the research (Work & Of, n.d.). Meanwhile, the object of this research is Code Switching. There are two video contents in the form of vlogs with the same theme about monthly shopping. The first video is 34:26 minutes long with 454k views. This video was released on June 23, 2022 entitled "*BELANJA BULANAN BARENG KITA*

DI AUSTRALIA!!!". And the second video is 23:29 minutes long with 90k views. This second video is their most recent content released on June 21, 2024 entitled "*GROCERY SHOPPING VLOG!! Pake daster di Australia*". And the subject of this research is The Connell Twins. Vlogs from The Connell Twins cover daily activities using Code Switching. And this has become a culture among the current generation who use Code Switching, especially among YouTubers. This fact occurs due to changes in situations or following trends that make a sentence clearer and more prestigious.

3.3 Research Instrument

Research instruments are used to analyze data from subjects that are relevant to the research topic. But need to decide which instrument to use based on the type of research. When choosing an instrument, researchers must make several important decisions that affect the entire study. Therefore, a careful and well-informed decision-making process is required. According to (Sawatsky et al., 2019) qualitative research can transform the world into a series of representations by representing observations, in this case clinical or educational situations, with qualitative data, usually taking the form of words, images, documents, and other symbols. A research instrument is a tool utilized to gather, degree and analyze information related to your inquire about interface (Teachers College Columbia University, 2021). In this study, researcher used document analysis methods which are usually found in qualitative research. This method involves examining and interpreting data to uncover meaning, gain understanding, and reach at a conclusion. To collect the data needed in this research, researchers used the following techniques:

Documentation

Documentation study could be a strategy of collecting qualitative data by seeing and analyzing archives made by the subject himself or by other people about the object. Documents can be within the frame of composing, drawings, journals, life histories, directions, arrangements or someone's amazing works. To obtain a summary of the object's point of view through written notes or other

documents, qualitative researchers usually use documentation. Researchers can also collect information from existing documents, so that researchers obtain notes related to their research.

3.4 Data Collection

Data collection is a process of observing or measuring that can provide first-hand knowledge and unique insights into your research question. The most important thing about this data collection is to provide a more detailed explanation of the information obtained from this research. With the data collection researchers can analyze the things or problems that will be discussed. Data collection could be a data collection procedure utilized by analysts to get investigate information. Qualitative research requires profound, wealthy and different information so that subjects and discoveries can develop through cautious analysis (Barrett & Twycross, 2018). There are several ways to collect data, such as: interviews, questionnaires, and documentation. Data from this research uses documentation methods to collect data. This documentation method consists of watching videos and taking notes to identify in more detail the research object.

In collecting data, the researcher did some steps that they were:

- **Opening a web page** www.youtube.com

The first step is to open the YouTube page. Because YouTube is a site that provides lots of interesting videos and complete learning. And one of them is the part that will be studied by researchers.

- **Downloading the Connell Twins vlog video content**

https://youtu.be/mN6NepI_Eo0?si=5E4XT8sx7kVuvWl6

https://youtu.be/PiARn4_hxl4?si=Txc9lpTJhYISGL37

Then go to the Connell twin channel and look for a vlog video entitled “BELANJA BULANAN BARENG KITA DI AUSTRALIA!!!” and “GROCERY SHOPPING VLOG!! Pake daster di Australia” to make research easier, the researcher downloads the video with the best quality so that the image and sound are clear and not broken.

- **Watching vlog videos from The Connell Twins entitled “Belanja Bulanan Bareng Kita di Australia”**

By watching the video repeatedly researchers can understand the content of the conversation.

- **Making notes about sentences that contain Code Switching**

After watching the video, the researcher began to record sentence by sentence according to the duration.

- **Transcribing the conversation in the video**

Then transcribe this video into standard writing so that it is easy to compose a series of spoken sentences. For maximum data results, the researcher listened to the conversation repeatedly and paid attention to the vocabulary they spoke so as not to make mistakes in the transcription.

3.5 Data Analysis

Data analysis is one of the most important and least understood stages of the qualitative research process (Raskind et al., 2019). This section provides a more detailed explanation of how to obtain the data. Moreover, in this qualitative research, the choice of data collection is the most important to make it easier for researchers to produce relevant data.

In analyzing the data, the researcher applied procedures as follows:

- **Analyzing sentences that are often said in the video**

Note down sentences that are often said during the conversation.

- **Triangulating the script with a credible triangulator. The validity of the transcription was checked by an English teacher.**

The creation of this script has also received validation from an English teacher from Junior High School One Batu City, her name is Mrs. Reny. Previously, the teacher was also given a video link to correct the results of data collection from the conversation in the video. The teacher provides corrections and directions to scripts that need to be corrected and added.