

## CHAPTER III

### RESEARCH METHODOLOGY

#### A. Research Design

The design of this research is descriptive qualitative research. According Bodgan and Tailor( in Moleong 2001: 3 ) qualitative research is a research procedure produces descriptive data in the form of words written or spoken of the people and the observed behavior. This research method is descriptive method.

Descriptive method this can be interpreted as a procedure investigated the problem solving depict or describe the circumstances the subject or object of research at the moment now based on facts seem or as they are. Surakhmad(1982 : 139 ) argues descriptive methods This is done by collecting ,compile , analyze , and interpret data.

#### B. Research setting

The location of the research is in J-Radio Banjarmasin Jl. Letjen S. Parman No. 115.

#### C. Subject and object research

1. Subject of this research is two broadcasters in J-Radio 91,7 FM Banjarmasin

2. The object of this research is the code mixing and code switching announcer in broadcasting of Office hours program of J-radio 91,7 FM banjarmasin.

#### D. Data, Sources of data and techniques of data collecting

##### 1. Data

In this research writer use two kinds of the data ,they are primary data and secondary data.

##### a. Primary data

Data is about the code mixing and code switching of broadcasting of Request time program “Office Hours” of J-radio Banjarmasin 91,7 FM and also the types of code mixing and code switching are most frequently found in the request time program “Office hours” of- j-radio Banjarmasin

##### b. Secondary data

To complete she primary data,the writer also collects the secondary one ,which related to research location as mentioned in the following:

- 1) General description about history J- radio Banjarmasin 91,7 Fm.

2) Description about the Announcers, staff, Divisions and facilities

## 2. Sources of data

Respondents :Two broadcasters in J-radio banjarmasin is Desy Indrian and Fersha silvarinda fefey

Documents : all written report to the primary and secondary data .

## 3. Technique of data collecting

### 1. Recording

This Technique is collect the data from Broadcasting of office hours program . And then the writer transcribes the recording into paper.

### 2. Observation

This technique is used to observe detail information about general description of the location of the research and condition of its structure and infrastucture.

No	Data	Sources	Technique of data colleting
1.	Primary data  Data is about the code mixing and code switching	Broadcasters	Recording

	of broadcasting of office hours program of J-radio Banjarmasin 91,7 FM		
2.	Secondary data  a. General description about J- radio Banjarmasin  b. Description about Announcers, Staff, Divisions, and facilities	Creative assistant,broadcaster, and Documents	Observations and Documentary

#### E. Technique of data processing and data analysis

##### 1. The technique of data processing in this research are as follows :

###### a. Editing

This technique is used to examine all of the collected data to make sure whether they are already complete or not. The editing also includes selecting the needed data from those which are available.

###### b. Coding

The writer classifies the data have been edited, in accordance with their types by making certain codes on all collected data.

###### c. Tabulating

The writer composes and puts the certain data into table to make easy the data presentation and analysis.

## 2. Data analysis

After procesing the data,the writer analysis the descriptively and qualitatively, the analysis help the writer to highlight some important conclusions from this research. The conclusions are taken through in completing this research. The conclusions are taken through inductive way.

## F. Research procedure

There are some steps of analyzing the data. The first step is to find out the announcers code mixing and code switching when broadcast in Request Time program “Office Hours” with listening the records . The second is to find out the types of Code Mixing and Code switching a. Inner Code Mixing and Outer Code Mixing , b. Intern and Extern Code Switching.

From the result the data, the writer analyze them descriptively, the writer make comparison table between the inner and outer Code Mixing , and also Intern and Extern for Code switcing, the analysis helps the writer to highlight some important conclusions from the research.

After knowing the types of code mixing and code switching found in the Request time program “Office Hours”, the writer then looking for most frequently occurs in the request time program “Office Hours” of J-radio Banjarmasin.