

CHAPTER III

RESEARCH METHODOLOGY

A. The Research Design

By recording all the information that occurs throughout Maudy Ayunda conversations, a descriptive qualitative approach was employed to support and conclude this thesis. According to Bodgan and Taylor (in Maleong, 1989:42), a qualitative research approach is a process that produces data in the form of verbal or written descriptions of people's or objects' behaviors. The method used in this study is a qualitative technique. This indicates that the information gathered was not quantified but rather came from text-based interviews, field notes, personal records, and other official documents. As quoted by Sariska Dewi Ayu in her thesis.

B. Source of Data

The utterances of Maudy Ayunda's in a video YouTube channel serve as the research's data source, and code mixing and code switching was used to get the necessary information.

C. The Data Collection Method

Seeing the YouTube videos, viewing the videos, writing/recording the dialogues, Identified the types and the reason of using code mixing and code switching of Maudy Yunda in a video Youtube channel.

D. The Methodology for Data Analysis

According to Miles and (Huberman,1994, p. 94), qualitative data analysis involves three steps:

1. Reduction of data

This is the technique used to organize and condense the substantial quantity of qualitative data you might gather, such as transcripts from interviews, field recordings, observations, etc. Examples include coding, producing summaries, removing unnecessary data, and so on. At this point, try to eliminate all unneeded data, but make sure you have access to it in case you need it later. Unexpected findings might cause you to review certain data that you had previously deemed useless. This process consists of a few steps. They are: (1) Writing all of the utterances between Maudy Ayunda in a video Youtube channel.(2) Finding the necessary and significant utterance in the analysis of the three types of code mixing: insertion code mixing, alternation code mixing, and congruent lexicalization code mixing.(3) Finding the utterance that is necessary and significant for the analysis of code switching, taq switching, intra-sentential code switching, and inter-sentential code switching.

2. Data Showcase

According to (Miles and Huberman), an effective data presentation using networks, tables, charts, and other graphical representations are crucial for drawing conclusions from the volume of data. Rather than being a single step to be completed at the conclusion of data collecting, this process is ongoing. As quoted by Sariska Dewi Ayu in her thesis. The writer performs the following steps

in the second procedure: 1. Identifying the different types of code mixing used in their statements, and 2. calculating the different types of code mixing used by Maudy Yunda and 3. Analyze in what reason Maudy Ayunda uses code mixing and code switching.

1. Conclusion drawing/verification

As quoted by Sariska Dewi Ayu in her thesis. You need to be able to start drawing conclusions about your study due to your analysis. The veracity of these initial conclusions can then be checked by comparing them to your previous field notes or by gathering more data. The stages the author takes in this process include: (1) Making some calculations based on the data using the descriptive qualitative approach. (2) Specifying types of code-mixing and code switching is used by Maudy Ayunda in a Video YouTube channel. (3) Describing In what reason does Maudy Ayunda use code-mixing and code switching in a video YouTube channel