

CHAPTER III

RESEARCH METHOD

In this pivotal chapter, the researcher meticulously outlines the framework that guides the entire study. The components discussed include the research design, research setting, subjects and objects of the study, data and source data, techniques employed for data collection, and the methodology for data analysis.

A. Research Design

Research design is a research plan and mechanism for detailed data collection and analysis methods. The function of research design is to ensure that the evidence obtained allows us to answer the original question as clearly as possible (Creswell, 2009). In kind of phenomenology, the researcher seeks to gain an in-depth understanding of the essence of the experience as it is lived and described by the participants. In this study, the researcher used qualitative research methods because this research focuses on the analysis or interpretation of written material in its context. The material of this research is focused on the conversations found in Starbucks Duta Mall Banjarmasin. The researcher uses a descriptive method design, which is a research method that seeks to describe and interpret objects that follow reality. The descriptive method was implemented because the data analysis was presented descriptively. The researcher took data from conversation going on at Starbucks Duta Mall Banjarmasin and the conversation obtained by English learners who are at Starbucks Duta Mall Banjarmasin analyzed in depth to get the desired data.

Based on the description above, this study tries to analyze the Translanguaging of Starbucks Duta Mall Banjarmasin and conversation that used by English learners who are at Starbucks Duta Mall Banjarmasin using a qualitative approach, because the description of the analysis is in the form of recording and notes.

B. Research Setting

Research setting" refers to the physical, social, and/or temporal context in which a research study is conducted. It encompasses the specific environment, conditions, and parameters that define the boundaries of the research. The research setting provides a framework for understanding where, when, and under what circumstances the study takes place. It includes details about the location, population, time frame, and other relevant factors that shape the context of the research. This research focuses on assessing the learning behavior and English language skills of students at Starbucks Dutamall Banjarmasin. Starbucks Dutamall was chosen as the research location because it is one of the places frequently visited by students in Banjarmasin. The combination of the relaxed atmosphere of Starbucks with the potential for an unconventional learning environment provides an interesting backdrop for delving into students' English learning experiences at this place.

C. Participant

The subject of this research is the English term used at Starbucks Duta Mall Banjarmasin. The object of this research is language learners who hang out at Starbucks Duta Mall Banjarmasin. This study explains the terms used in the coffee world, especially those used at Starbucks Duta Mall Banjarmasin and how it affects their English language learners. This research is limited to the terms conversation used at Starbucks Duta Mall Banjarmasin. As for language learners, the researcher looked at their educational background, consisting of students, students, lecturers or teachers and other English language learners. As of 2022, the highest number of customers every day at Starbucks Duta Mall Banjarmasin, which is 250 customers.

In the interview sample, the researcher took a sample based on the theory according to Nasution (1992), he said that the qualitative method used sample selection based on the research objectives, and the samples taken tended to be small. By reviewing the customers at Starbucks Duta Mall Banjarmasin, researcher took people in each of the college students, students, teacher, lecturer and other English language learners based on their level of English and employe at Starbucks Duta Mall Banjarmasin who are English learners. So the total of participants in this research was 6 people as follows :

3.1 Participants of the researcher

Initial	Age	Affiliation
AA	19	3rd semester student at Lambung Mangkurat University

AI	16	SMA Negeri 1 Banjarmasin
AH	22	Diploma 3 English Language graduate
H	27	Shift Supervisor
KH	40	Masters in English Education
MR	25	Barista

D. Data

Data is a raw material that needs to be processed to produce information, both qualitative and quantitative data that shows facts. On the other hand, data is material information about the object of study about something. Data obtained through observation, interviews and documents. Therefore, the data in this study are conversation in Starbucks Duta Mall Banjarmasin. In this study, the auth.or uses documents as a source of data, because it is a written material. Thus, this research data is in the form of words, sentences, or utterances that contain cohesive tools which are one type of literary work that has words, sentences, or utterances, and so on. can be obtained (Arikunto, 2010). In conducting this research, the author used several conversation at Starbucks Duta Mall Banjarmasin, and interviewed several students about the some word that they used translanguaging in Starbucks Duta Mall Banjarmasin.

E. Technique of Data collection

According to Bogdan (2007), data collection is a technique used by researcher to collect data. Techniques can be seen through questionnaires, interviews, observations. In this study, the researcher used observation and

interview methods. Observation is intended to obtain direct data from research, to see and to collect data directly at the research site. However, in this study, researcher obtained observational data from people in Starbucks Dutamall Banjarmasin. The author notes all conversation that happen at Starbucks Duta Mall Banjarmasin. Select data that has been collected that supports the issue under discussion. All the information that the author has collected and selected related data to be used in the process of analyzing the thesis. This study also uses data collection techniques with interviews. In connection with the subject of this study, the author interviewed several customers and employee about Translanguaging used.

F. Research Instrument

Research instrument refers to the tool or device used by researchers to collect data in a systematic and standardized manner during a research study. It serves as a means of gathering information to address the research questions or objectives. Research instruments can take various forms depending on the nature of the study, the type of data needed, and the research design. This research use observation and interview and here some guide for this reaserch

1. Observation

In making observations, researchers carry out several actions. Researchers have recorded every event or behavior that is observed carefully. These notes can be handwritten, audio recordings, and video recordings. After the observation is complete, the researcher

has analyzed and interpreted the data that has been collected to answer the research questions. In making observations, the researcher did it 3 times until the data was deemed sufficient to carry out in-depth analysis.

2. Interview

The action taken by researchers when conducting interviews is that researchers must carefully compile a list of questions related to their research topic. Such interviews can be conducted with relevant respondents. After the interview was completed, the researcher analyzed the respondents' answers carefully to obtain information relevant to the research questions.

G. Data Analysis

Data analysis is the process of reviewing, sorting, and grouping data to formulate working hypotheses and raise them into conclusions or theories in research findings (Bakri, 2003). To facilitate this research and to answer research problems, after the data is collected, the authors analyze it systematically. To be systematic, the author analyzes several steps as follows:

1. Record and get all conversation in all aspects related to translanguaging found at Starbucks Duta Mall Banjarmasin and the results of interviews with English learning customers at Starbucks Duta Mall Banjarmasin.
2. Interpret to find out the meaning and meaning of each term that has been recorded from observations and results from interviews with

English learning customers and employee at Starbucks Duta Mall Banjarmasin.

3. Knowing the meaning and meaning of each term that has been obtained and conclusions from interviews with English learning customers and employee at Starbucks Duta Mall Banjarmasin.
4. Make conclusions based on the analyzed data.