

## CHAPTER III

### RESEARCH METHOD

#### A. Research Design

The researcher used a descriptive qualitative method approach to describe the phenomenon of code switching. According to Creswell, (2009, p. 1) qualitative research is an attempt to explore and study every meaning given by individuals or groups to social problems. This research method includes questions and an emerging procedure. Data is usually collected in the informant's environment, analyzing data in depth developed from specific things to the general, then the researcher interprets the meaning of the data.

In qualitative research, this research not only involves results in the perceptions,ds but also numbers with the intention of being able to understand the phenomena of what happens experienced and done by the research subject, such as examples, starting from behavior, motivation, perceptions, and actions as a whole (holistic), by describing in detail in a special natural context in natural ways (Moleong, 2007, p. 6).

This descriptive qualitative research design is needed in this research because the researcher wants this research to know exactly about the types of code switching and code-switching functions used in WayV song lyrics. In accordance with research question, the researcher wants to

research all the song lyrics contained from the male vocal group WayV on the first mini album titled “Take Off”. The reason for choosing the song lyrics is because, in the song lyrics, there is a lot of use of English and some use of Mandarin, therefore there is a code-switching event that involves it.

## **B. Data**

In this study, researchers obtained data in the form of song lyrics that matched the title of this research. Data in the form of lyrics for this song is the first mini album from a male group called WayV which consists of six songs and each of them has a code switch between Mandarin and English. The six songs are Take Off, Regular, Dream Launch, Come Back, Let Me Love U, and Say It. The lyrics were taken from a trusted website and are accurate in terms of lyric writing and meaning.

## **C. Technique of Data Collection**

To present the data in this study, researcher searched for song lyrics in search engines and visited certain song lyrics websites while listening to songs from the WayV male vocal group through the YouTube channel. Then the researcher categorized the lyrics that contained the language mixture into several types of code-switching that had been proposed by Stockwell's theory (Stockwell, 2007, p. 48) and analyzed the function of code-switching proposed by Hoffmann's theory (Hoffmann,

1991, p. 116) contained in each word of the song lyrics. Therefore, the following is how the researcher collected the data:

1. First, the researcher searched for the song lyrics on search engines and visited trusted websites while listening to the song on YouTube to check each word for accuracy.
2. Second, after the lyrics were accurate, the researcher proceeded to analyze the words in the song lyrics that contained code-switching in Mandarin and English.
3. Finally, the researcher categorizes each code-switching in the song lyrics according to the type of code-switching and at the same time analyzes the code-switching function of each word in the song lyrics that have been explained.

#### **D. Research Instrument**

In collecting research data, research instruments are key. In this study, the researcher himself is the main research instrument, while the data in this study are song lyrics that have been copied in word processing applications that have been listed in the appendix which is a supporting instrument of this research. This research is also included in qualitative research because it produces more words or sentences than numbers. However, it does not mean that numbers do not exist in this research. Thus, numbers are necessary for this study because of the graphs and tables that complement this research.

## **E. Data Analysis**

Farhan (2019, p. 21) said that data analysis is the most important and at the same time the most difficult part of the research. The reason is that it will obtain a lot of important information in the form of research findings. After data collection is complete, you need a very deep understanding of a text or image in qualitative research so that you can answer the research question (Creswell, 2012, p. 236). The researcher used content analysis in this study. Content analysis can be referred to as the systematic and objective analysis of a message's characteristics (Neuendorf, 2002, p. 1).

Content analysis is a very broad study of both quantitative and qualitative data that can help you derive meaning from the information you are exploring. As a research technique, content analysis has been tested in various ways and according to the context. For example, making conclusions after analyzing a text can solve phenomenal and controversial issues related to scientific work. Another example is examining previous writings and calculating frequencies according to frequently occurring words. Thus, using content analysis is one of the most powerful studies to determine the contents of the message and can conclude a reasonable message by the author. The content of the message that can be inferred and conveyed by the author in this study is generally in the form of interview notes in the form of transcripts both individually and in groups, essays,

articles, journals, books or book contents, articles in newspapers, novels, stories, conversations, speeches, and advertisements. Content analysis is an analysis by expressing understanding and meaning (Birmingham & Wilkinson, 2003, p. 68).

In collecting research data in the form of all song lyrics from male vocalist WayV on their first mini album, the researcher then analyzes the data in the following way:

1. First, researchers classified all the song lyrics that contained code-switching into several categories according to the types of code-switching that have been stated above.
2. Second, the researcher presents the research findings in the form of utterances about the types of code switching in the form of a table and presents only some of the following song lyric utterances that indicate code switching.
3. Finally, the researcher determined the code-switching functions in all the WayV song lyrics and concluded the results of this study.