

CHAPTER III

RESEARCH METHOD

A. Research Design

In this research, the researcher uses descriptive qualitative approach by using document analysis. Corbin & Strauss (2008) define document analysis as a method for analyzing both written or spoken data and visual data. The goal of this strategy is to gain a brief explanation of a phenomenon and create a concept that depicts the phenomenon. Like other analytical methods in qualitative research, document analysis requires that data be examined and interpreted in order to elicit meaning, gain understanding, and develop empirical knowledge. Content or document analysis is a method that is applied for written or visual data with the purpose of identifying specific characteristics of materials. The materials can be taken from textbooks, newspapers, web pages, speeches, television programs, advertisements, musical compositions, social media, etc. By recording all the information that occurs throughout Vidi Aldiano's conversations on Podcast, a descriptive qualitative approach will be employed to support and conclude this research.

According to Moleong (2010) a qualitative research approach is a process that produces data in the form of verbal and written descriptions of people's or object's behaviors. The method used in this research is 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. The qualitative method is used because the data in this research is not in numerical form or obtained through measurement but in the form of words. The research report is also presented descriptively.

B. Object of The Data

The object of data in this research is the utterances of Vidi Aldiano's utterances in several video of Youtube Podcast. The reason why the researcher choose Vidi Aldiano as object in this research because Vidi Aldiano is one of the artist who often uses code mixing and code switching in his conversations, and many people really fascinated and like the content of Podcast. The researcher choose 1 video of Podcast for analysis in this research, because the host, guests, and the topic are inspiring and interesting. Code mixing and code switching now become a trend or style of conversation on social media, notably Youtube, as many Indonesian utilize more than one language to communicate. Then, the researcher choose this object because after people watched the content videos containing code mixing and code switching many people were interested in English and had English conversations with code mixing and code switching in the millennial era.

According to the analysis of the data results, it can be concluded that the reason this research uses code switching and code mixing is to facilitate communication and to clarify language that is not understood by

the public when chatting. Likewise, Vidi Aldiano is a public figure who wants to survive at a young age. Fear motivates individuals to withdraw from damaging situations and protect the damaged body part during the healing process. When a person feels that his life is in danger, life becomes more valuable, Vidi Aldiano tries to survive and begins to wonder about the things he should do if his condition is relieved and he can live a healthy life again.

C. Technique of Data Collection

In this research, the documentation method was used to collect the data. Documentation is a method to obtain data and information in the form of book, archives, documents, written numbers, and images that are in the form of reports and explanations that can support research. Documentation is a collection of data that was recorded by the researcher. It was in the forms of written, drawing or other material that used to describe an object. According to Sugiyono (2010) the fundamental methods relied on by qualitative researchers for gathering information are participation in the setting, direct observation, in-depth interviewing, document review. There are also non-human resources, such as document, photographs, and statistical materials should be given do the attention. Furthermore, documents consists of personal writings such as life histories, letters and official documents. The researcher recorded every utterances from Vidi Aldiano that contains elements of code mixing and

code switching. The first step is watching the Podcast Youtube of Vidi Aldiano entitled “Habib Jafar: Bubarin Aja Nih Podhub !! Gak Manfaat !! Vidi-Onad-Podhub” After that, writing and recording the dialogue script. Then, identified the type and reasons of using code mixing and code switching by Vidi Aldiano. Documentation provides researchers with a rich source of information that can be used to address a wide range of research questions.

D. Data Analysis

1. Reduction of Data

The tehcnique used to organize and condense the substantial quantify of qualitative data you might gather, such as transcripts from interviews, field recordings, observations, etc. This process consists of a few step, there are: (1) Watching the Vidi Aldiano’s video of the source of data in several times and write the transcription of Vidi’s utterance, (2) Finding the necessary and significant utterance in the analysis of the three types of code mixing, (3) Finding the necessary and significant utterance in the analysis of code switching.

2. Data Showcase

- a. Identifying the different types of code mixing and code switching in Vidi Aldiano's utterances.
- b. Classifying data according different types of code mixing and code switching used by Vidi Aldiano.
- c. Analyzing what the reason of Vidi Aldiano using code mixing and code switching.

3. Conclusion

- a. Making some calculations based on the data using the descriptive qualitative approach.
- b. Specifying types of code mixing and code switching used by Vidi Aldiano in video Youtube Podcast.
- c. Describing the reasons of Vidi Aldiano used code mixing and code switching in video Youtube Podcast.