

## **CHAPTER III**

### **RESEARCH METHOD**

#### **A. Research Design**

This research uses qualitative-descriptive method. Qualitative research aims to gather an in-depth understanding of human behavior and the reason that govern such as a behavior. The qualitative method investigates the why and how. Qualitative methods produce information only on particular cases studied and any more general conclusion are only proposition (informed assertion). This research is called as qualitative research because the writer conduct the research based on the analysis of the transcript and interview of the broadcasters. Then, the writer will report it descriptively based on the findings and relate it to the theories.

#### **B. Research Setting**

This research is conducted in DBS FM (Jl. Dahlia, No. 35) and RRI Pro 2 (Jl. A. Yani Km 3.5 No. 24) Banjarmasin.

#### **C. Subject and Object**

**Subject** : Four broadcasters of music programs in Banjarmasin (2 from DBS and 2 from RRI Pro 2). The writer took one male and one female for each radio station.

**Object** : The contexts of English use and the reason of using English which is done by the broadcasters.

## **D. Data**

The data which is needed are audio recording and transcript of broadcaster's voice when they are on air to find out the utterances and context of English used by them. The audio recording will be taken from some music programs in DBS FM and RRI Pro 2. Besides, the writer needs the result of interview to gain the reason of using English which is done by the broadcasters.

## **E. Source of Data**

1. Respondents : 4 broadcasters of music programs
2. Audio recording of the broadcasts
3. All written reports and information related.

## **F. Techniques of Data Collection**

### **1. Recording**

The writer recorded the voice of broadcasters when they are on air or ask the record to the radio to find out the utterances of English used whether in code-mixing or code switching form. Then, this record will be transcribed into written form. By doing so, the writer could answer the first statement of problems.

### **2. Interview**

In this step, the writer holded a number of interviews with some broadcasters to find out the reason of using English when on air and some information related. The questions are available in the

appendix. This technique is used to answer the second statement of problems.

### **3. Documentary**

This technique is used to collect the data from all written reports and also collecting the pictures related to the research.

## **G. Data Analysis**

After data are collected, the researcher classified them based on the problem statement and then analyzed them qualitatively. Then, report it descriptively. After that, the writer matched the findings with the theory related, so that all data can be used to answer the probing questions systematically. The writer also made conclusion by using inductive way.