

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter presents an overview of the research method. It contains an account the procedures used in the study including research design, subject of the study, research instrument, data collection and data analysis.

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

The type of research used in this research is qualitative research using content analysis techniques. According to (Barelson, B., 1952) content analysis is an objective, systematic and qualitative descriptive research technique about what is seen in communication. Therefore, this study uses content analysis as a follow-up to the phenomena that exist in communication, in this case are code switching and code mixing on Quora.

Furthermore, this study examines the field of language as part of communication and linguistics. The subject of study in this case is the answer on Quora English.

The use of a qualitative approach aims so that this research is able to reveal broadly about the phenomenon of code mixing on Quora's answer.

#### **B. Data Source**

The subject of this research is the content with the English answer on Quora. In English Quora, there are several answer content writings that use code mixing. Because the answers written are based on relevant questions, the researcher only chooses answers based on questions that have Indonesian elements.

#### **C. Research Instrument**

The instrument of this research is a smartphone as a tool used to access the Quora Website so that researchers can retrieve data in the form of English answer belonging to a Quora.

#### **D. Data Collection**

In accordance with the type of data and its source, the data collection techniques in the study were carried out as follows:

##### **1. Record Techniques**

This technique is used to collect data in the form of status on the official Facebook account. The steps taken are as follows:

- a.1 Accessing the Quora Website on a smartphone
- a.2 Go to a page of Quora English
- a.3 Looking for a topic about Indonesia Language or Indonesia in general
- a.4 Choose content that relevant to the criteria above
- a.5 Read and take notes

#### **E. Data Analysis**

The researcher uses content analysis as a data analysis approach. This is due to the fact that researchers not only gather data but also evaluate it in order to come up with study findings. A content analysis, according to (Brent & Leedy, 1990), is a comprehensive and systematic assessment of a fabric's body contents with the goal of identifying patterns, themes, or biases.

Human communication styles, as well as books, newspapers, personal diaries, official documents, films, television, art, music, human interaction videotapes, transcripts of voice conversations, and so on, are commonly subjected to content analysis.

Therefore, the researcher uses content analysis in data analysis techniques because the researcher reads and analyses the content of Quora's answers.

In this study, there are several steep steps that the researcher did in analysing the data, as follows:

### 1. Identifying

The first step, the researcher paid attention on data that were found in Quora's answer. Then, the researcher focused on choosing which data were included in code mixing and code switching and also the possible reason. Besides, the researcher not only chose the data were included in code mixing and code switching but also understood the meaning of the utterances to know the possible reason of using code mixing and code switching.

### 2. Categorizing

After the identifying has been done, the researcher categorize and classify what types of code mixing and code switching that the speakers use which included on Quora's answer. Besides, the researcher also categorize and classify about what possible reason of using code mixing in the Quora's answer.

### 3. Drawing Conclusion

In the last step, the researcher made a drawing conclusion from the analysis of code mixing on Quora's answer that has been done in the steps before.

## **F. Triangulation**

In This research the author will use expert triangulation. Just to be clear, the linguist in this triangulation is a person who has linguistic expertise and was free of conflict in order to avoid researcher bias or prejudice in this research.

The preference of expert validation in the triangulation technique of this research is to prevent subjective judgments from researchers. This is performed so that research can produce a scientific validity. In additions, researchers also need an expert in the field of translation as a determinant of the validity of the data to prevent missteps in processing the data that is

already available. The expert triangulation of this research is the lecturer of English education at IAIN Kediri.