CHAPTER III
RESEARCH METHODOLOGY

A. Research Design

The Method of the research is a qualitative research which the writer identifies the background of the problem as Kumar stated that The main focus in qualitative research is to understand, explain, explore, discover and clarify situations, feelings, perceptions, attitudes, values, beliefs and experiences of a group of people.[22] Based on this statement, in this study, the researcher want to understand a linguistic phenomenon. The phenomenon that occur in a group of people when they use media. Media in this research is WhatsApp application tools. The researcher will explain this phenomenon to obtain a deep understanding of code-switching. It is clearly if it used a qualitative research.

The medium of qualitative analysis is human language expressing the concepts of everyday experience as they certain to a specific context.[23] The researcher use equal medium for designed this method, because of the qualitative method allows the researcher to observe the use of code switching emerges to the social communication in. It allows the researcher to make descriptive explanation. Indeed, descriptive explanation or descriptive qualitative research is the best method to know the specific context about code-switching in WhatsApp application by EFL learners.

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[22] Moch Prima Fauzi, "An Analysis on Code Switching in (Sharing Hh Android) Group in Whatsapp Application", *Faculty of Tarbiyah and Teacher Trainning of Syekh Nurjati State Institute for Islamic Studies Cirebon,* 2015.

[23] Klaus Bruhn Jensen, Nicholas W.Jankowski, "A Handbook of Qualitative Methodologies for Mass Communication Research", *London: Routledge*, 2002, 6.

B. Research Site

The researcher will be conducted this research on the eighth semester students of English Education Department at The State Islamic University of Sultan Maulana Hasanuddin Banten.

C. Research Respondent

The respondent or population of this research are the eight semester students of English Education Department at The State Islamic University of Sultan Maulana Hasanuddin Banten in academic year 2018/2019 whose site are in three WhatsApp group chatting. They are consist some students belong to several groups. First group consist of all members, they are 136 students. Second group consist of 30 students and third group of 33 students. The researchers will increase the population if needed, until the data collected is sufficient.

The researcher will use probability sampling. Probability sampling is also known as random sampling or chance sampling.[24] In the other words every items of sample has an equal chance to be a sample. Simple random sampling has an equal probability of getting into the sample and it gives each possible sample combination an equal probability of being chosen. Overview, sampling error decreases with the increase in the size of the sample, and it happens to be of a smaller magnitude in case of homogeneous population.[25] If the variables are one type, a set of data is also homogeneous. All the items in the sample are chosen because they have similar or identical traits. The number of samples indicate a proof of the qualitative research. However, if population is more than 100, the sample can be taken 10%-15% or 20%-25%[26]. Then, sample for

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[24] Kothari, *Research Methodology - Methods and Techniques,* University of Rajasthan Jaipur (India)*,* Second Revised Edition, 2004, 60.

[25] Kothari, *Research Methodology-Methods and Techniques*, 58.

[26] Suharsimi Arikunto, *Prosedure Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta, 1998, 120.

questionnaires is 40 students of English Education Departemen as EFL learners'.

D. Technique of Data Collecting

In qualitative research, data collection is done by natural settings.[27] Dealing with it, the conversations on WhatsApp group developed naturaly. In this research, during seven month were collected by researcher based on participants activity on the WhatsApp group and the occurence of CS in specified languages, English and Indonesian. There are two research instrument that used in this study, observation and questionnaires.

a. Observation

The researcher collects the data using the investigating of the use of code switching occur in the WhatsApp group application through observation. That technique fits to the research design as qualitative research. Marshall stated through observation, the researcher learn about behavior and the meaning attached to those behavior.[28] The observation technique is needed to obtain the main of data in code switching from the respondents. The writer observes and takes the conversation when the respondents are chatting in WhatsApp application use of screen capture application to take the screenshot of the conversations. Thus, the writer chooses the observation to take the data accurately as researcher need for the research. There is no time limit in responding when it delayed communication.

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[27] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*, Bandung: ALFABETA, 2016, 225.

[28] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan RD*, 226.

b. Questionnaires

The Questionnaire can use in qualitative research. It is a method of data collection with simple rules, because the researcher is an able to get the data without talk to respondents. It's easy and flexible with time efficient. The questionnaires are designed by the researcher based on theory and previous study. English has been used in preparing the questionnaires, but the participant in this research can use two language when they want to answer, English or Indonesian languages.

In this research is use open format questions. Open format questions give freedom to respondent to answer with their own content and style.[29] The respondent allow their individuals responses with opportunity to answer freely. So, open format questions can provide a lot of data about opinions, feeling, attitudes from respondents.

E. Technique of Data Analyzing

In analyzing data, the researcher organized the data and analyze the category of the data based on the theory through descriptive analysis. The researcher identify types of code-switching by using Jendra based on Poplack (1998), Hoffman (1991), and Malik (1994).

Hence, Jendra stated code switching occurs on Gramatical Classification, such as tag-switching, Inter-sentential Code switching, Intra-sentential Code switching. It could be seen on chapter II. The researcher give explanations based on observations through data collection of screen captures from chats on WhastApp.

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[29] Nicholas Walliman, *Research Methods*, London and New York: Routledge Taylor and Francis Group, Second Edition, 2018, 151.

In addition, to obtained reasons of code switching used in WhatsApp by EFL learners', the researcher use Hoffman (1991), and Malik (1994) theory. The researcher analyze the data obtained from questionnaires based on their theory.