

## CHAPTER III

### RESEARCH METHOD

This chapter consists of research design, data source, data collection and data analysis.

#### **3.1 Research Design**

The writer used qualitative research approach since the data were collected and analyzed in words or sentences forms. As stated by Creswell (1998, p. 15) qualitative research is a collecting information process of understanding based on distinct of the methodological traditions that explore a social or human problem. The writer uses a complex, holistic picture, analyzes words, reports detailed views of informants, and conducts the study in a natural setting.

The writer used the document analysis to analyze the data. Ary et.al (2010, p. 29) say that to analyze and interpret data which learn about human behavior in public record, textbooks, letters, films, tapes, diaries, themes, reports or other documents form, a writer can use document analysis.

#### **3.2 Data Source**

The data source was the transcription of *Obama dan Indonesia Eksklusif* talk show held by a private television in Indonesia. The recorded talk show was

downloaded from Youtube. There were two videos which were downloaded because the talk show had two parts of the interview. The writer chose the talk show because on that day Barack Obama was visiting Indonesia and a private channel held that as an exclusive program.

The data was taken from the utterances that spoken by AM in *Obama dan Indonesia Eksklusif* talk show. The data was chosen because the talk show was interviewing AM about the welcoming of precense of Barack Obama in Indonesia. She used Indonesia-English code switching when she was interviewed by Aiman Witjaksono. It seems that she used code switching because she had certain intentions and purposes as a public figure to the viewer; persuading people to support Obama's idea or to be seen as educated person.

### 3.3 Data Collection

The writer conducted following steps when she collected the data:

1. Downloading the *Obama dan Indonesia Eksklusif* talk Show that presented AM that held on 10<sup>th</sup> November 2010 from Youtube.
2. Watching the video.
3. Transcribing the utterances in the talk show.

### 3.4 Data Analysis

The writer organized the data which had been collected. According to Ary, et.al (2010, p. 31) "The writer must organize and categorize or code the large mass of

data so that they can be described and interpreted.” The writer used some steps to analyze the data as follows:

1. Reducing the data, the writer omitted the data and selected the utterances that only spoken by AM.
2. Identifying the utterances which consist of code switching.
3. Underlining the code switching.
4. Analyzing the grammatical, contextual classification of code switching by using theories of Holmes and Blom & Gumperz, for the possible factors the writer used Hymes’s theory in the discussion part.
5. Drawing conclusion from the finding.