

CHAPTER III

RESEARCH METHODOLOGY

3.1. Type of research

In this research, the writer uses qualitative method because this research is not in the form of number and the result cannot be counted (Blaxter, L., C. Hughes & M. Tight., 2006), elaborate on the qualitative research as follows:

Qualitative research... is concerned with collecting and analyzing information in as many forms, chiefly non-numerical, as possible. It tends to focus on exploring, in as much detail as possible, small numbers of instances or examples which are seen as being interesting or illuminating, and aims to achieve depth rather than breadth.

According to Creswell (2003, p. 190), a qualitative observation is issued when the researcher takes field notes on the behaviour and activities of individuals at the research. For this research, the writer will use the transcripts of a TV program and analyze them.

3.2.3.2. Data Source

To conduct this research the writer used transcripts of YouTube videos from *dangdut* academy program which is started every day at 18.00 p.m. until 00.00 am for her data source. Besides, the writer took five *episodes* which contain code switching. All episodes that were started from a different month, date and time has been uploaded. After the writer takes some samples from the conversation from *Dangdut* Academy program, the next step is to look for some words of code switching which can't be understood by the judges or commentators. There will be some part of random episodes that have been published by *INDOSIAR* TV Program.

3.2. Instruments

To address the research questions, the writer will use transcripts of YouTube *dangdut* videos which contain several of code switching.

3.3. Procedure of Collecting and Analyzing Data

The first procedure to collect this data by select one episode which is contained code switching. There were five *episodes* that taken randomly. Second, the writer downloaded the videos and transcribed them. The writer described about the kinds and reasons of code switching that she analysed.

