CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

This study used a qualitative approach. Azwar (2009) as cited in Rahayu & Herudjati (2015) stated that qualitative research analysis focuses on the logic used to conclude. The qualitative method can also be used to research any topic, including the trending topic that happens in the environment. It also allows the researcher to choose any other topics based on their interest (Yin, 2011). This research only uses the data taken from the YouTube platform without asking face-to-face questions to the YouTubers. One of theuri key elements of collecting data is to observe participants' behaviors during their engagement in activities (Megel & Heermann, 1993). So, the data are collected from YouTube that is being downloaded from Deddy Corbuzier's YouTube channel and the notes made by the writer while observing and listening to the YouTubers.

Interpretation in qualitative research means that the researcher draws a conclusion from the findings of data analysis. The conclusion can be based on lessons learned, information to compare with the writer's literature, or personal experiences (Creswell, 2014).

3.2 Method of Data Collection

3.2.1 Source of data

According to Yin (2011), the relevant subject for observation may be the characteristics of individual people, including their dress, gestures, and nonverbal behavior or the interactions between or among people. This study's object is a podcast entitled "*Nessie Judge, Loe Tau yang Nonton Gue Cuma 200 Orang!?*" by YouTuber Deddy Corbuzier. The video is about the journey of Nessie Judge's career. The video's duration is 41 minutes and 21 seconds, and it is watched by more than 2,7 million people. The video was posted on February 18, 2020. Specifically, the focus of this study is code-switching that happens in the interaction between Deddy Corbuzier and Nessie Judge in their video entitled *Nessie Judge, Loe Tau yang Nonton Gue Cuma 200 Orang!?*. The writer used and analysed the video in the first 30 minutes.

3.2.2 Procedure

The data of this study is code-switching used by Deddy Corbuzier and Nessie Judge in their video *"Nessie Judge, Loe Tau yang Nonton Gue Cuma 200 Orang!?"*. The writer used the transcription of the video as the support to gain more accurate data. The following are the procedures for collecting the data.

    1. Watching the video

The writer watched the video "*Nessie Judge, Loe Tau yang Nonton Gue Cuma 200 Orang!?*" twice in order better understand the topic they discuss and observe their gestures and expression. The writer took notes while watching the video in order to add some data in the analysis.

2. Transcribing the data

The writer listened to the video carefully and made the transcription word by word. To make the transcription process easier, the writer downloaded the video "*Nessie Judge, Loe Tau yang Nonton Gue Cuma 200 Orang!?*" from YouTube and played it offline.

3. Marking the data

After watching the video, the writer identified the video script and marked the data in which Deddy Corbuzier and Nessie Judge switch their language. Then, the writer put the data in a table and analyzed them.

3.3 Method of Data Analysis

After collecting and obtaining the data, the writer used a qualitative approach to interpret the data. The writer put the conversation parts containing code-switching on the table and analyzed the types of code-switching using Poplack's theory. The writer also used Hoffman's theory to analyze why the speakers use code-switching when they are talking. The writer presented twenty-five utterances from the obtained data. They were ten examples of inter-sentential switching, ten examples of intra-sentential switching, and five example of tag-switching. They were all randomly taken from the

conversation. The presented data were analyzed to find out the reasons for uttering

them. Then, the writer counted the percentages of overall obtained data and presented

them in tables. Later, she concluded the most common types and reasons for code-

switching in the conversation between the two YouTubers. The following are the

examples:

Table 1.

No.	Dialogues	Types	Reasons
1.	Nessie Judge: "*So I'm not mad*. Aku gak marah dengan siapapun kecuali mereka yang bikin konten tidak beretika."	Inter-sentential switching	Being emphatic about something
2.	Deddy Corbuzier: "Iya *and everybody touch it* sembuh dari penyakit apapun." (167)	Intra-sentential switching	Talking about a particular topic
3.	Nessie Judge: "*Well..* em… menurut aku dalam sisi apa nih?" (201)	Tag-switching	Interjection