

CHAPTER III

RESEARCH METHOD

A. Research Design

The research design of this study was content analysis with a mixed methods approach, combining qualitative and quantitative techniques to examine a social phenomenon in a bilingual society, specifically the use of code switching and code mixing in an online English program on the YouTube platform. Content analysis, as a qualitative research method, involves systematically collecting, categorizing, and analyzing linguistic data to identify patterns and functions within a specific context. In addition, the quantitative aspect involved counting the frequency and percentage of each type and function to support the qualitative findings.

The researcher used content analysis with a mixed methods approach because this research aims to obtain detailed and accurate data to find the types and functions of code switching and Code Mixing found in Sacha Stevenson's YouTube videos. The combination of both approaches helps provide a richer and more comprehensive understanding of the data.

According to (Liu & Zhang, 2015) Qualitative research is research that aims to investigate complex topics by obtaining in-depth information using techniques such as interviews, observations, and focus groups. Qualitative research emphasizes depth of understanding rather than breadth, in contrast to quantitative research that relies on numerical data and statistical

analysis. Usually descriptive and unstructured, the data obtained gives the researcher a deeper insight into the social and cultural factors that influence the people under study.

From the explanation above, it can be concluded that researchers conducted this research using qualitative methods based on natural conditions or in accordance with actual conditions. Descriptive qualitative research used in this study is used to find answers to research problems, where researchers want to describe Code switching and Code Mixing by speakers, namely the types and functions in English language learning of code switching and code mixing by speakers, while the quantitative data complements the analysis through measurable patterns.

B. Data And Source Of The Data

In this research, the data taken is in the form of conversations containing code switching and code mixing in videos uploaded on Sacha Stevenson Youtube Channel. The data to be analyzed is in the form of transcripts of conversations between Sacha Stevenson and her interlocutors who use two languages, namely Indonesian and English, which are carried out alternately. The conversation was chosen with consideration of its relevance to the phenomenon of code switching and code mixing that often appears in interlanguage conversations which is the focus of this study.

According to Sugiyono (2010) in (Xxi et al., 2021), The data sources in the study consisted of primary and secondary data sources. Primary data sources are sources that directly provide

data to data collectors. Primary data sources come from the first source, main source, or research location.

1. Primary data sources

Primary data sources for this research come from the transcribed “Sacha Stevenson” YouTube Channel documents. The researcher analyzed a number of videos to collect research data and answer research questions. The researcher looked at various types of code switching based on Poplack's theory (1980), type of code mixing based on Muysken theory (2000) and the functions of code switching, which were found in Sacha Steevenson’s speech.

The data in this research come from the video entitled and the script is taken from YouTube :

Video 1: SALAH kursus Bahasa Inggris? - SELEB ENGLISH (2020)

The researcher chose this video for many reasons. First and foremost, it is one of the most watched videos on Sacha Stevenson’s YouTube channel, with millions of views. Secondly, the video deals with an interesting topic – Sacha Stevenson’s humorous take on learning English and the challenges faced by language learners. Third, the video features Sacha Stevenson’s code-switching and code-mixing. Fourth, the video received more than five thousands of comments and over a hundred thousand viewers.

Video 2 : 42+ SUARA di Bahasa Inggris! (2021)

The reason why researchers chose this video is due to several factors. First, this video is one of the most watched videos on Sacha Stevenson's YouTube channel, with the number of viewers reaching one million five hundred thousand. Second, this video discusses an interesting topic, namely Sacha Stevenson's experience imitating over 42 different voices in English, showcasing her skills in accents and pronunciation. Third, this video features code switching by Sacha Stevenson. Fourth, this video received almost a thousand comments and nearly one hundred thousand viewers.

Video 3 : Indonesian Community in Nova Scotia (2024)

The researchers chose this video for several reasons. First, the video provides valuable insights into the experiences, challenges, and cultural adaptation of Indonesians living in Nova Scotia. Second, it features interactions that highlight the use of code switching between Indonesian and English, reflecting the bilingual communication patterns within the community. Lastly, the video has garnered substantial engagement, including numerous comments and reactions, making it a relevant source for analysis.

2. Secondary data sources

Secondary data in this study came from books, journals, and some previous studies on code switching and code mixing research. In contrast, data sources that are not

directly provided to researchers or data collectors are referred to as secondary data.

The data source used in this study is in the form of utterances that contain code switching and Code Mixing in videos uploaded on Sacha Stevenson Youtube Channel. The videos were selected according to the criteria, namely videos containing bilingual conversations that show the exchange of languages between Indonesian and English. Sacha Stevenson known to often use both languages in interacting with people from various cultural and linguistic backgrounds. The videos selected are also appropriate for language learning contexts, such as conversations featuring language switching used by Sacha Stevenson to introduce a concept or facilitate the communication process between languages.

Data collection will be carried out in the form of transcripts of conversations that contain the phenomenon of code switching and Code Mixing. Furthermore, each transcript will be analyzed to identify the patterns of language switching carried out, along with the purpose or pragmatic function of the code switching. The use of code switching and Code Mixing by Sacha Stevenson may be done for several purposes, such as to clarify the meaning in a conversation, to maintain social interaction with the interlocutor, or to provide focus on certain aspects of the conversation. This research will provide an understanding

of the importance of code-switching and Code Mixing in the context of English language learning, especially how its use can show the difference between language learning and application.

C. Research Instrumen

Research instruments are devices used to collect data for research. The researcher acts as a researcher as well as a data collector in qualitative research. According to Sugiyono (2010), qualitative researchers are human instruments whose task is to determine the focus of research, select informants as data sources, conduct data collection, assess data quality, analyze, interpret and make conclusions.

Data collection will be done by documenting video data from Sacha Stevenson's YouTube channel, which meets the criteria of using significant code-switching and Code Mixing between Indonesian and English. Data collection will be done by creating a category table that will record the type, function, and frequency level of code-switching, as well as making video transcripts to see the conversation in more detail. Observation of the context will help to note the conditions and situations that influence the code-switching and Code Mixing process, such as interactions with interlocutors or the topic of conversation. This instrument helps to understand the function of code-switching and Code Mixing in English language learning.

D. Technique of Collecting the Data

Data collection technique is a way or method used by a researcher to obtain data relevant to the research problem. In this study, researchers will use observation and documentation methods in collecting data.

1. Observation

In this study, data collection used indirect observation techniques by observing videos on Sacha Stevenson Youtube Channel. Researchers observed verbal interactions that contained code switching and Code Mixing between Indonesian and English. Observations will be made through watching the video carefully, then recording the relevant parts of the conversation, and transcribing the parts where there is code switching. Furthermore, the data that has been collected is analyzed to see the patterns of code switching and its usefulness in the context of English learning. To ensure quality data, researchers used the steps used by in conducting observations. These steps are as follows:

1. First, the researcher watched Sacha Stevenson videos several times.
2. Second, while watching the videos, the researcher made transcripts of Sacha Stevenson speech in the videos.
3. Furthermore, the researcher made notes about the utterances that contained types of code switching by looking at the transcripts.
4. Then, code each data to make it easier to analyze the data.

5. After collecting the data, researchers grouped the data and also classified and analyzed the data based on the types and functions of code switching contained in the observation list.
6. Finally, researchers rechecked the data that had been classified and analyzed on the observation checklist.

2. Documentation

In supporting the data collection process, researchers also use the documentation method. In this study, researchers will use the documentation method in collecting data related to the types and functions of code switching and Code Mixing found in Sacha Stevenson Youtube Channel. To receive data, the research makes some notes of types and function code switching used by Sacha Stevenson on YouTube Channel.

E. The Data Coding

The researcher will make a classification of data analysis and provide codes for each datum to facilitate the analysis process. The following is the data coding:

1) The number of data

The data are numbered sequentially using two digit numerals, namely 01, 02, and so on. For example, 01 indicates the first datum, 02 the second, and so forth.

2) Type of Code

Data was classified based on two main categories:

- CS : Code Switching
- CM : Code Mixing

3) Phenomenon Type

a. Code Switching (Poplack, 1980):

- INTER : Inter Sentential Switching
- INTRA : Intra Sentential Switching
- TAG : Tag Switching

b. Code Mixing (Muysken, 2000):

- INS : Insertion
- ALT : Alternation
- CLX : Congruent lexicalization

4) The data based on seven reasons of code switching and code mixing, there are written below :

- Talk : Talking about a particular topic
- Quo : Quoting somebody else
- Empha : Being emphatic about something
- Inj : Interjection
- Rep : Repetition used for clarification
- Intent : Intention for clarifying the speech content for interlocutor

- Express : Expressing group identity

5) The number of video

- VID1 : First Video
- VID2 : Second Video
- VID3 : Third Video

For example : 01/CS/TAG/VID1/Inj

- 1) 01 : The number of data
- 2) CS : Linguistic Phenomena
- 3) TAG : Type of Code
- 4) VID1 : The number of video
- 5) Inj : The reason

F. Classification Indicators of Code Switching and Code Mixing

a. Code Switching

Code switching is the switching of language use from one language to another in conversation. There are three types of code switching based on Poplack (1980) in (Suadnyani & I Komang Sulatra, 2024) they are :

Table 3.1 Classification Indicators of Code Switching

Type	Characteristics	Position in sentence	Example
Tag-Switching	Insertion of a short word/phrase from another language at the end of a sentence.	It's usually an interjection, an emphasizer, or a short question.	"Kamu sudah makan, <i>right?</i> "
Intersentential Switching	Language switching occurs between different sentences.	Occurs between two sentences that have independent structures.	"Aku sudah bilang ke dia. <i>But he didn't listen.</i> "
Intrasentential Switching	Language alternation occurs within a sentence, usually	The change occurs within one sentence structure.	"Kalau kamu nggak datang, <i>we will cancel</i> "

	between clauses or phrases.		<i>the meeting."</i>
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b. Code Mixing

Code mixing is the incorporation of two or more languages in one sentence or phrase without switching completely to the other language. Muysken (2000) in (Yuana, 2022) divides code mixing into insertion, alteration, and congruent lexicalization :

Table 3.2 Classification Indicators of Code mixing

Type	Characteristics	Type of word	Example
Insertion	The insertion of words, phrases or clauses from one language into the structure of another.	Nouns, verbs, adjectives, or phrases from foreign languages are inserted into the sentence.	"Aku lagi ngerjain tugas, tapi masih <i>stuck</i> di <i>introduction</i> ."
Alternation	An alternation between two different language structures in one sentence.	Occurs within a sentence but involves two language structures.	" <i>Do you get the point</i> untuk semua materi hari ini?"
Congruent Lexicalization	flexibly mixing two languages with similar grammatical structures in one sentence.	The grammatical structure remains, but words from both languages are used	" <i>Meeting</i> hari ini akan membahas tentang <i>urgent agenda</i> yang akan dilakukan <i>within this week</i> ."

G. Technique of Analyzing the Data

The next stage after all the data has been collected is to analyze the data. to analyze the data that has been collected.

Researchers will use the data analysis technique proposed by Miles and Huberman (1994) in (Haryo Sumantri et al., 2021) The pattern of analysis described by Miles and Huberman can be seen in the following graphic.

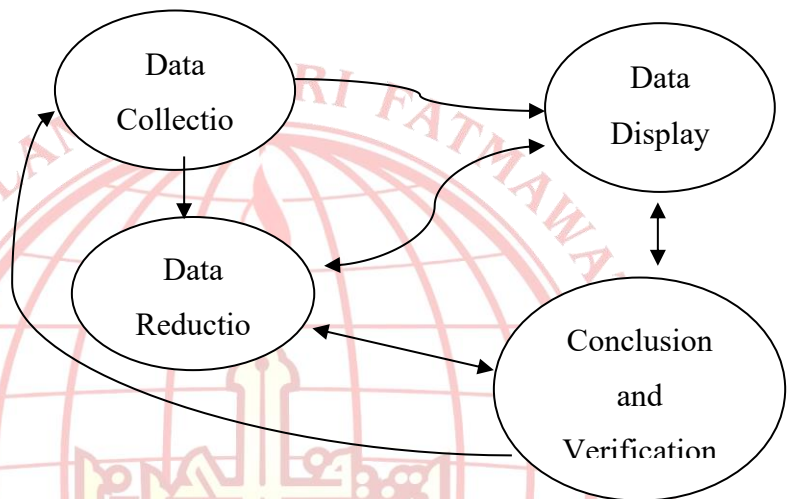


Figure 3.1 Miles and Huberman's Data Analysis Model (1994)

1. Data Reduction

Data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data that appear in written-up field notes or transcriptions. Data reduction is a form of analysis that sharpens, sorts, focuses, discards, and organizes data in such a way that “final” conclusions can be drawn and verified. The researcher reduced the data that useless to be analyzed based on the types code switching and code mixing.

2. Data Display

The second major stream of analysis is data display. Data display is an organized, compressed assembly of information that consents conclusion drawing and action. Data display help us to understand and to do something or take action based on our understanding. In data display, the data are organized and managed very well so it can be analyzed easily. Designing data display usually in the form of bar charts, column charts, diagrams, waterfall charts, etc. Therefore, the researcher uses coding as technique in analyzing the data.

3. Conclusion and verification

After displaying the data, the researcher will answer the research question of this research. The researcher made the conclusion based on the finding results of code switching code switching. Therefore, the researcher make the conclusion that be able to verified for its credibility.

The researcher make percentage of the data to know usage of types of code switching. The purpose of percentage calculation is to complete the findings so that the readers can easily get the appropriate comparison of each finding to others. The percentage calculation is used to know the types of code switching and code mixing and the factors on the way conveying the information by Sacha in her YouTube channel “Sacha Stevenson”.

$$P = \frac{F}{N} \times 100 \%$$

Notes:

P = Percentage

F = Frequency

N = the sum of the frequencies

H. Trustworthiness of the Data

The data that has been collected and analyzed in a scientific study needs to be proven. Therefore, the method used must be appropriate so that the data obtained can be accounted for. In qualitative research, data credibility or validity is very important. The purpose of the data validity test is to determine the extent to which the data obtained is correct and reliable. In addition, this test also helps researchers re-examine the results of data analysis in order to avoid errors, mistakes, and personal prejudices. One technique commonly used to test the validity of data in qualitative research is the triangulation technique.

K. Denzin in his book *The Research Act: A Theoretical Introduction to Sociological Methods* (Denzin, 1970) Denzin introduced triangulation as an important strategy in social research to increase the validity and credibility of findings. He states that no one method, theory, or observer can fully understand social reality. Therefore, Denzin suggests the use of triangulation, which utilizes various methods, theories, observers, and data sources, so that the research results become more complete and testable.

In this study, researchers used data triangulation techniques to strengthen the truth of the data. According to Norman Denzin

(Halcomb & Andrew, 2020) there are four basic types of triangulation:

(1) Data triangulation

Data triangulation refers to the use of multiple data sources in one study. The aim is to ensure the accuracy and reliability of the findings by comparing information obtained from various sources. This helps researchers obtain a more comprehensive and objective picture of the phenomenon being studied.

(2) Investigator triangulation

This triangulation involves more than one person in the process of collecting, analyzing, or interpreting data on a particular phenomenon. Different investigators or observers are involved in order to obtain more diverse perspectives and to minimize individual bias. This approach increases objectivity and strengthens the validity of the research results.

(3) Theory triangulation

Theoretical triangulation is the use of more than one perspective or theory in interpreting research results. With this approach, researchers can view findings from various theoretical perspectives, so that interpretations become richer, deeper, and do not rely on a single theoretical framework.

(4) Methodological triangulation

Methodological triangulation refers to the use of more than one method in the conduct of a study. For example, researchers may combine qualitative and quantitative methods,

or use interviews and observations together. The aim is to obtain more complete data and strengthen the reliability of the research results.

Based on the explanation above, researchers used investigator triangulation to observe code switching and code mixing used in Sacha Stevenson's YouTube videos, with the aim of knowing the types and functions of code switching and code mixing. After making observations, researchers re-examined the video transcripts and analyzed the data repeatedly to ensure the validity of the data. After the observation, the researcher re-examined the video transcripts and analyzed the data repeatedly to ensure the validity of the data.

Furthermore, researchers need additional views from other researchers who have a scientific background in linguistics to review the results of the analysis. In this case, the researcher asked for opinions from experts in the field of linguistics to assess and criticize the results of the study. Mrs. Fera Zasrianita, M.Pd and Mr. Pebri Andika Putra, M.Hum who are experts in the field of linguistic studies will be asked to provide comments and suggestions regarding the data analysis that has been carried out. The opinions of these researchers will be used to revise and improve the research results to make them more valid and consistent.

In addition, in analyzing the functions of code switching and code mixing and their relevance in English language learning, the researcher also used more than one theory to gain a more

comprehensive understanding. Therefore, this study also applies theoretical triangulation, which is by using multiple theoretical perspectives in interpreting the data and supporting the research findings. The use of multiple theories allows the researcher to see the phenomenon from multiple perspectives and strengthens the reliability of the interpretation.

