

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The designed as a descriptive research, this research consists of three stages that can be described as follows:

1. Planning. The writer find the issue from her own experiences then decided to use it as a topic for her paper. The writer then collecting the supporting datas from books, journals, related researchs, and other materials. Then the writer formulated the issue into the proposal.
2. Implementing. In this stage, the writer analyzed the 10 advertisemens transcript and identified the code-mixing that appeared in the utterances, the function in it and does the use of code-mixing in that advertisements cause the change of meaning or not.
3. Reporting. In the last stage, the writer has collect all data, finding and the supporting data/theory related with the issue. The writer then writes all data, finding, the result of research, and other supporting data on the research paper.

3.2 Research Method

This research will be conducted using qualitative descriptive method. Qualitative research is used to investigate, discover, describe and explain the quality or features of social influences that cannot be explained, measured or described through a quantitative approach. (saryono, 2010: 1)

The format of qualitative research design consists of three models, namely descriptive format, verification format, and grounded research format. In this qualitative methods with descriptive designs are used, in the form of research that gives a careful description of certain individuals or groups about the conditions and symptoms that occur. (Koentjaraningrat, 1993: 89).

Based on the explanation above, this research will be conducted with descriptive qualitative methods, which will classify and explain the code-mixing that appears in soft drink advertisements transcripts. With this method this study will discuss the function of the emergence of code-mixing in these advertisements and does code-mixing cause the change in meaning or not, as well.

This study also use the Sociolinguistic approach. Remembering the object under study is in the form of code-mixing, which is a mixture of several languages where this phenomenon occurs in the social environment. Kridalaksana (1978: 94) Sociolinguistics is commonly defined as the study of the characteristics and variations of language in the language community.

3.3 Data Sources

The data to be analyzed in this study is code-mixing that appears in soft drink advertisements transcripts, in the form of a conversation or dialogue spoken by the model in the advertisement. The advertisement that be used as data are compiled from youtube that aired in 2015-2019. Writer recaps / transcribe dialogues and conversations from 10 soft drink advertisements from Indonesia, they are: (1).Torabikan Cappucino Choco Granule (2).Cafela Espresso (3).Nescafe Smoov Latte (4).ABC Exo Milk Coffee (5).TOP White Coffee (6).TOP Coffee Cappuccino (7).Good day Cappuccino (8).Indocafe Coffee Mix 3 in 1 (9).Kopiko 78 C Coffee Latte (10).Luwak White Coffee: Behind The Scene edition starring Lee Min Ho. The advertisements mentioned above allegedly contain code-mixing in them. The results of the recap (transcript) are the data that will be analyzed.

3.4 Data Collection Techniques

The writer collects data through the following steps:

- Determining 10 soft drink advertisements from youtube in Indonesia that allegedly contain code-mixing in it via youtube.
- Watching the video advertisements, then transcribed every dialogue and conversation that appears in it.
- Identifying the code-mixing that appears on the advertisements transcript.

3.5 Data Analysis Techniques

The following steps are the efforts of writer in analyzing collected data:

- Reading carefully the advertisement transcripts that have been recapitulated from youtube.
- Paying close attention to the sentence / dialogue that is considered to contain code-mixing.
- Identifying and classify code-mixing that appears according to it is category / type.
- Analyzing the true meaning and where the code-mixing that appears refers.
- Analyzing whether the use of code-mixing causes changes in meaning or not.
- Concluding the function of code-mixing usage and whether the message in the ad will be more effectively delivered using code-mixing.