

Chapter III

Research Methodology

3.1 Research Design

The phenomenon of code-mixing on the podcast *Bicara Cinta* is the primary source of data for the research. The episode was chosen due to the multilingual background of the speaker. The research uses the descriptive qualitative approach to conduct the paper. The data is classified into three types of code-mixing and identified by the factors that impact the code-mixing.

3.2 Research Method

This research uses the descriptive qualitative approach to analyze the phenomenon of code-mixing occurring in Cinta Laura and Chef Juna's interaction on the podcast *Bicara Cinta*. Meriam (2009: 30) stated that qualitative research is a way to analyze a situation as part of the content and its interaction. According to Ayu (2021: 32), the data collection of qualitative research comes from text interviews, field notes, personal documents, and other official documents.

In addition, Hossain (2011: 4) stated that qualitative research is concerned with meaning in context, it involves the interpretation of the data. As a result, the qualitative research approach is a research prose that puts forward an observation to interpret the meaning of the data.

Based on the explanation above, the writer will use qualitative descriptive research which focuses on explaining the kind of code-mixing and the factors impact that occurred of Cinta Laura and Chef Juna's interaction on *Bicara Cinta* podcast.

3.3 Source Data

The source data of this research is from a podcast *Bicara Cinta* on YouTube content by PUELLA ID. Considering the number of episodes on the podcast, the writer chose episodes entitled:

- “*Trauma Masa Kecil Membuatku Tidak Mau Punya Anak: Cinta Laura x Chef Juna*” (1.5 M views).

3.4 Technique of Data Collection

The technique of data collection is document analysis which is through:

- The first, the writer accessed the video by downloading the podcast from the official YouTube channel PUELLA ID. After downloading the video, the researcher watches the video periodically. The researcher uses a footnote technique to highlight the interaction that is considered code-mixing.
- The second, the writer conducts a transcript of the conversation between Cinta Laura as the host and Chef Juna as the guest on the podcast *Bicara Cinta*. In this process, the writer obtained the transcripts from YouTube and then the draft was arranged and matched with the video.
- To conclude, the writer identifies the utterances that are considered code-mixing on the podcast. As the transcript is arranged the writer does a further footnote to highlight the interaction considered as code-mixing.

3.5 Technique of Data Analysis

In the following step of this research, the writer analyzes the data through:

- The first, the podcast and the transcript analyzed from the dialogue or interaction between Cinta Laura and the guest which is considered to contain code-mixing. The baseline data from the footnote was reviewed to be classified.
- The second, data classified the code-mixing into three kinds of code-mixing by Muysken (2000), which is Insertion, Alternation, and Congruent Lexicalization. The data is presented in tabular form to make the information legible. This process of data analysis is to answer the first question of the research, “What kind of code-mixing occurred on the podcast *Bicara Cinta*?”
- The last, data is presented by an identification of the factor that impacts code-mixing with the writer analysis based on the theory of Hoffman (1991). This process of data analysis is to answer the second question of the research, “What are the factors that impact the code-mixing that occurred on the podcast *Bicara Cinta* the utterance by Cinta Laura and Chef Juna?”