

## CHAPTER III RESEARCH METHOD

### 3.1 Design of the Research

This study was used a qualitative research design. Qualitative research is designed to reveal a target audience's range of behavior and the perceptions that drive it with reference to specific topics or issues. It uses in-depth studies of small groups of people to guide and support the construction of hypotheses. The results of qualitative research are descriptive rather than predictive.

Qualitative research methods originated in the social and behavioral sciences: sociology, anthropology and psychology. Today, qualitative methods in the field of marketing research include in-depth interviews with individuals, group discussions (from two to ten participants is typical); diary and journal exercises; and in-context observations. Sessions may be conducted in person, by telephone, via videoconferencing and via the Internet.<sup>1</sup>

The qualitative method is used to interpret the data, the method intended to analyze the teacher and students interaction in teaching structure. So, it involved accumulating, analyzing and classifying data, also interpreting data. On the final step, the writer has to conclude the result of research.

### 3.2 Place and Time Research

The location of this research conducted in MTs DDI Palirang specially in English teacher and the research did in the second grade students. The duration of this research is one month because need several times to collect and analyze the data.

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<sup>1</sup>Qualitative Research Consultants Association <http://www.qrca.org/?page=whatisqual> research accessed at 13 August 2018,21.05

### **3.3 Focus of the Research**

In this research, the researcher focuses on types of code mixing and dominant types of code mixing. There are three types of code mixing in the speaking classroom aiming at teaching the target language, they are Intra-sentential Code Mixing, Intra-lexical Code Mixing and Involving the Change of Pronunciation.

### **3.4 Instruments of the Research**

The instrument of the research was the researcher himself. By classifying, qualifying, and describing the transcript which is used in 10 Commercial Advertisings of Face Wash and Bath Soap Products which have code-mixing.

### **3.5 Procedure of Collecting Data**

In collecting the data from observation, the researcher did the procedures as follows:

1. The researcher sent a permission letter to the school.
2. The researcher recorded the teacher's utterances by using video recorder when they teach in the class.
3. The researcher replayed the utterances of the teacher's in video recorder to make sure the data and write it down in the observation sheet.

In collecting the data from interview, the researcher did the procedures as follows:

1. The researcher arranged the schedule of interviewing with the respondents.
2. The researcher explained about code mixing and make sure that the respondents understand the code mixing as needed.

### 3.6 Technique of Data Analysis

In analyzing data, the researcher used comparative methods. This method includes data organizing and coding. Coding is data analyzing process by categorizing concepts. The data took from observation were organized by making transcript. Then data were analyzed by categories and labeling. After categorizing the data, the researcher related are category to other category.

