

CHAPTER III

RESEARCH METHODOLOGY

A. Research Method

For collecting the data, this research employed a qualitative descriptive method of analysis. Qualitative research is an interpretation for investigating and discovering the relevance participants or communities attributing to a society or human matter, as stated by Creswell and cited by Claudya Chyntia.¹ Herman, who was also quoted by Claudya Chyntia, reaffirmed the approach, stating that qualitative research is descriptive in the sense that the researchers are interested in the development, interpretation, and comprehension obtained through words or images.² Because the main objective of this research is to examine and describe the type and reasons for the use of mixed codes on Instagram, the methodology was selected. In addition, the mixed code observed on Instagram is analyzed using sociolinguistic studies.

B. Research Setting

This research investigates relevant documentation in the text form under Instagram posts, or captions as they are usually recognized. Research can be conducted anywhere since research data is easily accessible of documents, making the research setting dynamic. This research used Instagram influencer posts from December 1, 2021 to January 31, 2022 to narrow down the data.

C. Research Participants/Subjects

Subjects, people, things, or places that provide information and can be used to collect data are all research participants. Three Instagram influencers, Nessie Judge (@nessiejudge), Jerome Polin Sijabat (@jeromepolin), and Erika Ebisawa (@erika_ebisawa), were the subjects of this research. Purposive sampling is a technique of establishing sample by selecting subject required criteria not depending on the grade or area, but on a particular

¹ Claudya Chyntia, "Code-Mixing and Codde-Switching Found in Photo Captions Instagram of Indonesian Celebrities in 2020," *Global Scientific Journals*, Vol.8 (2020): 1353.

² Claudya Chyntia, "Code-Mixing and Codde-Switching Found in Photo Captions Instagram of Indonesian Celebrities in 2020," *Global Scientific Journals*, Vol.8 (2020): 1354.

reason, according to Arikunto, as cited by Claudya Chyntia.³ Purposive sampling was used to pick samples because not all samples met the criteria that the researchers established. Influencers must be between the ages of 20 and 30, have a following of hundreds of thousands to millions of Instagram users, and have an Instagram account that has been verified. Researcher chose the three influencers based on the fact that they frequently publish educational content and that all three had studied overseas, strengthening the perception that they are bilingual. The focus of this research is on the writing users post on Instagram, which incorporates mixed codes. To prevent errors, researchers only investigate at mixing code in English and Indonesian.

D. Instruments and Data Collection Technique

Qualitative research is research carried out by researchers, therefore the instruments in this research are researchers themselves. That is when the researcher assumed the roles of data collector, data interpretation, and research result reporter.

The researchers must explore for data from influencer posts on Instagram and identify between posts that contain mixed code and posts that do not contain mixed code as part of this research's data collection technique. Furthermore, this research employed data collection approaches in the form of documentation, with data acquired from observations being documented in the form of screenshots that have been clarified to make them easier to understand. Researchers require tools such as mobile phones, laptops, and Instagram accounts for documentation.

Researchers collect data in the following ways for more information: 1) Go to researcher personal Instagram account and search for the three influencer profiles stated above; 2) Between December 2021 and January 2022, collect the third post influencer; 3) By carefully reading their postings that contain mixed code, researchers should be able to separate them out; 4) Retrieve data from the influencer's third post that contains mixed code by taking a screenshot of the post and saving it as a documentation; and 5) Identify the mixed code in the influencer's third post.

³ Claudya Chyntia, "Code-Mixing and Code-Switching Found in Photo Captions Instagram of Indonesian Celebrities in 2020," *Global Scientific Journals*, Vol.8 (2020): 1354.

E. Research Data Validity

The data is recognized to be reliable in qualitative research if its validity has been established. The validity of the data applied in this research was tested using triangulation procedures by the researchers. Triangulation, according to Denzin, as cited by Claudya Chyntia, is the most prevalent method for improving validity in qualitative research. Denzin also listed several definition types of triangulation, including: 1) Data triangulation for revealing individuals, duration, and space; 2) Methodological triangulation for connecting the findings of numerous researchers in a study; 3) Theory triangulation for comparing and contrasting multiple theoretical approaches; and 4) Methodological triangulation for analyzing data from various data collection methods.⁴

The researcher decided to establish triangulated data to validate the validity of the data used in this research based on this statement. Because the data was acquired using documentation as evidence, and the researcher employed written form in Instagram posts and captions as a source of material.

F. Data Analysis Technique

This research's data analysis technique may be categorized into several steps:

1. To perform data analysis, the researcher goes into the three influencer accounts and decides the mixed-code postings as the primary data.
2. Read it and understand the total influencer post containing mixed code from December 2021 to January 2022.
3. Based on Muysken's hypothesis, categorize all of the data by type of mixed code, then classify the reason for the mixed code based on Hoffman and Kim's hypothesis, as described by the researcher.
4. Classifying the results of the analysis to determine the percentage of the data with the formula as follow:

$$\frac{n}{N} \times 100 = \%$$

n = the total number of each type and possible reason.

N = the total number of all types and possible reasons.

⁴ Claudya Chyntia, "Code-Mixing and Code-Switching Found in Photo Captions Instagram of Indonesian Celebrities in 2020," *Global Scientific Journals*, Vol.8 (2020): 1355.

Determine and analyze the data so that the researcher can draw conclusions from the research.

G. Research Ethical Considerations

In addition to being responsible for the validity of the data collected by the researcher, the researcher must also be responsible for its authenticity and security. Because the major data objective of this research is captions in influencers' Instagram posts, the researcher will not modify the content of the caption. In addition, the researcher used direct messaging to send personal messages to the three influencers in the form of permission requests. Researcher also leave positive likes and comments on these influencers' Instagram posts in order to boost the popularity of their accounts.

