CHAPTER III
RESEARCH METHODOLOGY

Research methodology consists of method and technique used in a research. It covers the determination of the types of research, the appropriate research approach, the method of research, and the appropriate technique that will be applied in a research (Santosa, 2014: 43).

In this chapter, the researcher is about to describe this research methodology and the steps of doing the research in details. Each of them will be briefly described as follows:

A. Type of Research

With regard to the objectives stated above, this research is examined as qualitative research. In qualitative, the researcher collects the data, makes the analysis and finally draws the conclusion of the research (Moleong, 2001: 6).

In qualitative research, the natural reality of a phenomenon is considered multiple, constructed, and holistic which cannot be measured and separated fragmentally (Santosa, 2014: 22).

The natural reality of code choice occurrences as the focus of this research is regarded as multiple, constructed, and holistic. Multiple reality must be constructed holistically with its context because the reality of the context can only be studied holistically. Thus, this research examined as qualitative research.
because the occurrences of codes choice as the focus of this research cannot be generalized since every datum has different analysis results. Then, the result of each analysis must be studied holistically in a constructed form to answer the research question.

### A.1 Descriptive method

The research is conducted to understand the occurrences of choice of codes in movie entitled *Eat Pray Love*. This research employs descriptive method in examining the occurrences. Generally, the characteristic of qualitative research is descriptive, because qualitative research aims to comprehend and explain the culture phenomenon hidden or slightly known by people (Blaxter et al, 2006. In Santosa, 2014).

According to Bogdan and Taylor (in Moleong, 2001: 3) one of the characteristics of qualitative method is the researcher produces the data descriptive in the form of words both oral and written from the observed object. The researcher describes the happening of code choice that is in *Eat Pray Love* movie systematically, truly without any kind of falsification.

This research focuses on describing and understanding the phenomenon of code choice occurrences in the movie. The research is aimed to describe the kinds of code choice and the reason of codes choice employed by the characters in the *Eat Pray Love* movie.
A.2 Case Study

Yun (in Santosa, 2014: 33) states that case study does not have the characteristics of descriptive but also can be used for design of exploratory and explanatory. Case studies are used to conduct an extensive and systematic picture of a particular case. This research focuses on specific cases and considers as a small-scale research since it will only focus on the occurrence of code choice employed by the characters in the *Eat Pray Love* movie. The researcher does not go to the field to make interaction or observation. Therefore, this research is not an ethnography.

A.3 Research approach

According to Gumperz (in Wardaugh, 2006: 11), sociolinguistics is an attempt to find correlations between language and society. Wardaugh (2006: 12) stated that sociolinguistics is the study of language variation and that the purpose of such study is to find out what variation tells us about language and speakers' 'knowledge' of language, in this case their unconscious knowledge of subtle linguistic differences.

This research analyzes the happening of code choice which is a part of sociolinguistics study. Code choice is about the whole language. It is about all the language and codes used by the characters in the movie. There are more than one languages occur in the movie because the society of the movie is multilingual. Moreover, since the modernization and globalization era, there are many bilinguals now. Bilinguals are people who have the ability to speak two or more
languages. Then, this study focuses its analysis on the codes chosen by the bilingual people in the movie. This research also views social factor as the evidence to see the phenomenon of codes choice. Therefore, the approach of this research is sociolinguistic approach that sees the correlation between language and societies and particular linguistic and social phenomenon.

B. Research Location

Lincoln & Guba (in Santosa, 2014: 47) defined research location as focus determined boundary which is set to the inquiry on the basis of the emergent focus of the research. The focus of a research determined the idea of the research objects' location. The research location of this research is the movie entitled *Eat Pray Love*.

The researcher takes the movie as research location with consideration that the findings of the choice of codes studies in it is quite natural since the characters and the setting in the movie is representing the human social life where society conversation can easily be found.

Research location can be geographic, demographic, and media. Research location must also have the basic elements of research location, such as setting, participant, and event (Spradley, in Santosa. 2014: 48). The location of this research is media because the data were taken from a movie. The research location of this research is as follows:

- Setting : Media (Movie entitled *Eat Pray Love*)
- Participant : Characters in the movie
C. Data and Source of Data

In a research, source of data can be a place, informant, event, document, and many others (Santosa, 2014: 51). The source of data and the types of data in this research belong to document since the source of data is *Eat Pray Love* (2010) movie.

The type of this research’s data is document regarding the code choices executed in the movie that are recorded in the written script. Therefore, content analysis is used as the technique to collect the data from its source.

According to Patton (in Santosa, 2014: 51), data is detailed description of sites, events, behaviors, and interactions of research objectives and its following context. There are two types of data, primary data and secondary data.

Primary data is data collected from research place directly, while secondary data is other researchers’ collected data used by a researcher to contribute to his research (Blaxter et al. In Santosa, 2014: 51).

The primary data of the research is detailed description of research objects in the form conversation of the characters of *Eat Pray Love* movie. The researcher choose the movie because the setting of the movie was in various countries. There were also some choices of codes that were conducted by the characters in the movie. Therefore, the way code used in the movie is chosen as primary data because it contains main information required to answer the research questions.
Secondary data will be the result of the movie review taken from http://m.imdb.com/title/tt0879870/reviews#showAll, some previous journals, and theses review and the texts from other sources related to the problem. Those are used by the researcher to support the research.

D. Research Sampling

Sampling is a process of sample determination in a research (Santosa, 2014: 53). Certain units or cases are selected based on specific criteria rather than randomly in order to select and avoid taking random sampling and the criteria set up for this research involves the types of codes choice. Thus, the researcher uses criterion-based sampling in conducting the analysis. The researcher uses criterion-based sampling by selecting the main data based on particular criteria. The criteria are listed as follows:

- The utterance must be in a conversation between two people or more people
- The conversation contains two or more codes

There are eight varieties of codes found in 47 data in the movie entitled Eat Pray Love. Therefore, the researcher also applies total sampling since the researcher takes all of the data as the samples. Based on dissertation.laerd.com, total sampling or total population sampling is a type of purposive sampling technique that involves examining the entire population that have a particular set of characteristics. Hence, all data of code choice found in the movie are used as the sample of this research.
E. Data Validity

Validity is a technique to test the trustworthiness of the data (Santosa, 2014: 57). Data validity is needed to make the data reliable or credible. The source of data triangulation technique was employed to establish the validity in this research. There are four kinds of triangulation technique mentioned by Lincoln & Guba and Paton (in Santosa, 2014: 57), they are source of data triangulation, method triangulation, theory triangulation, and researcher triangulation. According to Santosa (2014: 57), source of data triangulation is a technique of providing variation data. The providing data is based on the research complexity. The researcher takes data from multiple data sources consisting of primary and secondary data as the way to validate the data of the research. Various data sources were used by the researcher in this research such as the dialogue of the movie, movie reviews, and other researches to support the research.

The researcher asks a friend from UNS Faculty of Economic who ever learned Italian named Winny Perwithosuci to validate the existence of the Italian language in the movie. Meanwhile, some dictionaries and online sources are used for validating the existence of the other languages such as the variation of English, Indonesian, Sanskrit, Javanese, and Spanish. Those validations are conducted in order to validate the data and increase the trustworthiness of the data.
F. Technique of Collecting Data

Santosa (2014: 59) argues that there are four ways of collecting data related to the source of data, they are observation, interview, questionnaire distribution, group discussion with specific topic, and document analysis which only focuses on content analysis. This research uses document analysis as the technique of collecting data. The researcher observes the movie and collects all the occurrences of language choice.

The researcher uses some ways to collect the data, such as:

1. Watching and observing the movie
2. Downloading the movie script from www.springfieldspringfield.co.uk to facilitate the process of transcribing
3. Selecting and collecting the conversation as the data of the research based on the sampling
4. Validating the utterances in the script and the movie
5. Giving codes to each datum

G. Data Coding

The researcher gives some codes to each datum to make the analysis process of each datum easier. The data coding in this research as follows:

01/IF/vl/Bkp

(The coding above refers to datum number one which is showing the variation of English language, informal English within the neutral English, executed in Ketut Liyer's house in Bali.)
1. The Arabic numeral codes refer to the order of datum number

01 : datum number 1

2. The alphabetic capital letters show types of codes of the dialogue.

The coding of types of codes are:

F : Formal English J : Javanese
IF : Informal English BI : Indonesian
I : Italian SP : Spanish
SA : Sanskrit

3. The small alphabetic letters indicate the kinds of codes choice. The coding of types of codes choice are:

vl : variation within language
cs : code switching
cm : code mixing
b : borrowing

4. The mix of capital and small alphabetic letters refer to the types of domain. The coding of the types of domain in this research are:

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<th>Location</th>
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<tr>
<td>At Ketut’s place</td>
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<td>In coffee shop</td>
<td>Ics</td>
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<tr>
<td>At Delia party</td>
<td>Adp</td>
<td>At a restaurant</td>
<td>Ir</td>
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<td>At Delia’s house</td>
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<td>On the way</td>
<td>Iwa</td>
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<td>At home</td>
<td>Ah</td>
<td>In a bar</td>
<td>Ibar</td>
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<td>At celebration party</td>
<td>Acp</td>
<td>In a boutique</td>
<td>Ibo</td>
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<td>At David’s house</td>
<td>Adah</td>
<td>In Shrine office</td>
<td>Inso</td>
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<td>At the court office</td>
<td>Aco</td>
<td>At the night party</td>
<td>Bnp</td>
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<tr>
<td>At Delia’s office</td>
<td>Ado</td>
<td>At cottage</td>
<td>Bc</td>
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<tr>
<td>AT the apartment</td>
<td>Ia</td>
<td>At a beach</td>
<td>Bb</td>
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At the barber shop : Ibs  At traditional market : Btm
In Naple’s restaurant : Inr  At Felipe’s house : Bfh
In the shrine : Ins  At Wayan’s house : Bwh
At Giovanni’s house : Igh

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H. Technique of Analyzing Data

After the researcher collected all the data containing choice of codes from the movie, the researcher listed the codes choice occurrences and identified the data by giving codes to the subject. Then the researcher did the next step namely analyzing the data. It was the process of evaluating data using analytical and logical reasoning to examine each component of the data provided. The researcher classified the data to identify the types of codes that occurred in the movie and determined the kinds of code choice occurrences. Then, the classified data will be analyzed to indicate the reason of codes choice. The researcher used four steps to analyze the collected data, they are:

1. Data Reduction

Data reduction is the first step which is used to select the relevant data so that the researcher can easily focus on the main problems.

This is the process of reducing and transforming the raw data. Here, the researcher watches the movie to observe and collect the conversation containing code choice using Farold theory as the data to answer the first and second objectives of this research.
2. Data Display

The second step of the data analysis is data display. Data display refers to a step in which the researcher summarized the data into particular categories.

After the data is identified, the researcher classifies the types of codes and the kinds of codes choice based on the domains of language use popularized by Joshua Fishman. Thus, the information is compressed or reduced into appropriate and displayed into simplified summary.

3. Data Interpretation

It is the way that the data is interpreted to have varying effects on the conclusions. Absolute honesty in recording and interpreting data is required to maintain the credibility of research that facilitates conclusion drawing.

After classifying the data, the researcher describes the analysis of code choice occurrences in the *Eat Pray Love* movie according to the domain and interprets the reason of codes choice employed by the character in the movie based on Dell Hymes and Janet Holmes “SPEAKING” formula as the guiding theory in order to answer the problem statements stated in chapter one.

4. Drawing Conclusion

The last step is drawing the conclusion about the analysis of codes choice employed by the characters in *Eat Pray Love* movie and giving suggestions related to the result of the problem.