

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

This study adopted a descriptive qualitative research design, which was suitable for exploring the use of language in social contexts (Creswell, 2014; Miles, Huberman, & Saldaña, 2014). The aim of the study was to identify and analyze the forms and functions of code-switching present in the dialogues of the film *The Architecture of Love* (2024). The qualitative approach allowed the researcher to gain an in-depth understanding of how code-switching was used by the characters, considering both linguistic and sociocultural aspects (Hoffman, 1991). Descriptive qualitative methods were appropriate for identifying language patterns and the underlying reasons for language choices, especially in bilingual or multilingual settings (Creswell, 2014).

#### **3.2 Object of The Study**

The object of this study was the dialogues from the film *The Architecture of Love* (2024), directed by Teddy Soeriaatmadja. Specifically, the study focused on all character dialogues that contained instances of code-switching, as they provided relevant data for analyzing the forms and functions of language switching within the film's bilingual context. The film portrays bilingual interactions primarily in Indonesian and English. The selection of this object is based on the

bilingual nature of the film's setting, New York City, and the frequent use of code-switching by the characters, which makes it an ideal subject for sociolinguistic analysis. This bilingual context naturally results in frequent code-switching, making it rich data for analyzing both forms and functions of the phenomenon.

### **3.3 Data Sources**

This study employed two types of data sources: primary data and secondary data. These sources are essential in supporting the analysis of code-switching phenomena found in the film *The Architecture of Love* (2024). The primary data in this study consist of dialogue transcripts between characters in the film *The Architecture of Love* (2024), directed by Teddy Soeriaatmadja. These transcripts specifically include dialogues that demonstrate instances of code-switching, the shift from one language to another primarily between Bahasa Indonesia and English. The film was selected due to its bilingual nature and the sociolinguistic richness of its characters' interactions. The data were collected through a qualitative content analysis with non-participant observation method, in which the researcher watched the film repeatedly to identify, transcribe, and analyze code-switching occurrences. The criteria for selecting the dialogue samples include:

1. The presence of code-switching within a single utterance or between turns.
2. The relevance of the switching to the social context, identity, or intention of the speakers.
3. The frequency and function of code-switching within the narrative. These primary data are essential for answering the research questions and for

analyzing the types and functions of code-switching used by the characters in the film.

The secondary data in this study consist of various literature sources and supporting documents that provide theoretical frameworks and comparative insights. These include :

1. Books and academic literature on sociolinguistics, bilingualism, multilingualism, and code-switching. Key references include works by Chaer & Agustina (2014), Myers-Scotton (1992), and Charlotte Hoffmann (1991), which discuss the definition, forms, and reasons behind code-switching.
2. Journal articles and academic papers related to previous studies on code-switching, particularly in media such as films, television, and other audio visual content. These studies are used to support the theoretical foundation of the research and to compare with the findings from *The Architecture of Love*.
3. On data articles, interviews, and media content that provide context about the film, its characters, linguistic choices, and production background data. These sources help in understanding the sociocultural setting and communicative styles reflected in the dialogues.

The secondary data serve to strengthen the theoretical framework, support the analysis of findings, and ensure the reliability and validity of the research.

### 3.4 Data Collection Techniques

In this study, the researcher employed several data collection techniques to obtain accurate and relevant data regarding the phenomenon of code-switching in the film *The Architecture of Love* (2024). These techniques included qualitative content analysis with non-participant observation, transcription, and literature review. Each technique is explained in detail below:

1. Qualitative Content Analysis with Non-Participant Observation Approach:

Qualitative content analysis non-participant observation is a technique in which the researcher does not take part in the communication activities being observe data. In this study, the researcher watched *The Architecture of Love* (2024) repeatedly and carefully examined each dialogue that contained code-switching. The aim of this observation was to identify and record the forms and social contexts of code-switching used by the characters in the film. According to Maleong (2017), non-participant observation allows the researcher to "merely act as an observer without participating in the activity being observed" (p. 175).

2. Transcription: Following the observation, the next step was to transcribe the

data that had been identified, namely the dialogues containing code-switching. The purpose of this transcription is to facilitate the classification of code-switching types and the analysis of the reasons behind their use. Creswell (2012) states that "transcribing the data provides a record of the data for analysis" (p. 239), emphasizing that transcription is a crucial step in storing

and organizing data before analysis. In this stage, the researcher transcribed the relevant conversations from the film, marked the sections that involved code-switching, and organized them into tables for a more systematic analysis.

3. Literature Review: After the transcription process, the researcher conducted a thematic analysis to interpret and categorize the data. Thematic analysis was used to identify, analyze, and report recurring patterns (themes) within the transcribed data. In this study, the researcher examined the dialogues to find consistent forms and reasons for code-switching used by the characters. Each instance of code-switching was classified based on Hoffman's (1991) types, intra-sentential, inter-sentential, tag-switching and establishing continuity, Then categorized according to the reasons behind their use, such as expressing solidarity, interjection, repetition for clarification, and others Following the thematic analysis, the researcher carried out a literature review to support the interpretation of the findings. This review involved studying relevant theories and previous research on code-switching as a theoretical foundation. The literature was drawn from works by experts such as Chaer and Agustina (2014), Myers-Scotton (1992), and Hoffmann (1991), which provided linguistic and sociolinguistic perspectives essential for analyzing and interpreting the code-switching phenomena observed in the film.

### **3.5 Data Analysis Technique**

In this study, the data analysis was conducted using the qualitative descriptive method. The data analysis is carried out through the following steps:

1. Identifying Types of Code-Switching, based on Hoffmann's (1991) classification:
  - a. Intra-sentential switching (within a single sentence)
  - b. Inter-sentential switching (between sentences)
  - c. Emblematic occurs when someone inserts a tag and certain set phrases from one language into the utterance of another language which is a diversion.
  - d. Establishing Continuity, this code-switching occurs to continue the previous speech speakers, such as when one Indonesian speaker speaks English and then another speaker tries to respond in English too.
2. Analyzing the reasons for Code-Switching, based on sociolinguistic literature by Hoffmann's (1991), such as: talking particular topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, the intention of clarifying the speech content for interlocutor, expressing group identity, to soften or strengthen a command, because of lexical need, and to exclude other people.

### **3.6 Research Instrument**

The primary instrument in this study is the researcher, who is responsible for transcribing, classifying, and identifying the types and the reasons use of code-switching, and interpreting them. The researcher is supported by tools such as film playback laptops and software, note taking instruments, and classification tables to organize the data systematically.

To support the process, the researcher also utilized several tools such as a laptop for playing back the film, audio-visual software to review specific scenes, note-taking materials, and classification tables designed to organize the data systematically. The classification table for types of code-switching was adapted from Hoffman's theory (1991), which includes inter-sentential switching, intra-sentential switching, emblematic/tag switching, and establishing continuity with the previous speaker.

Table 1.3 Checklist of note for types of code switching

No	Time	Speakers	Utterance	Type			
				ITA	ITE	EMT	EST
1							
2							
3							

Note:

ITA: Intra-Sentential code

ITE: Inter-Sentential code

EMT: Emblematic

EST: Establishing Continuity

Meanwhile, the classification table for the reasons of code-switching was also based on Hoffman (1991), who proposed several sociolinguistic motivations such as talking about a particular topic, quoting someone else, being emphatic, repetition for clarification, expressing group identity, and others.

Table 2.3 Checklist of identify reasons for using code-switching

No	Reasons	Code-switching
1	Talking about a particular topic	
2	Quoting somebody else	
3	Being emphatic about something	
4	Interjection	
5	Repetition	
6	Intention of clarifying the speech content for interlocutor	
7	Expressing group identity	
8	To soften or strengthen request or command	
9	Because of lexical need	
10	To exclude other people when a comment is intended for only a limited audience	