

CHAPTER III

METHOD OF THE STUDY

3.1 Research Approach

The report in this study is derived from qualitative approach. According to Denzin and Lincoln (1994), qualitative research focuses on interpretation of phenomena in their natural settings to make sense in terms of the meanings people bring to these settings. Qualitative research involves collecting information about personal experiences, introspection, life story, interviews, observations, historical, interactions and visual text which are significant moments and meaningful in peoples' lives.

3.2 Source of Data

The questionnaires are distributed to 15 professionals who work in multinational company, PT. Tinindo Indonesia. The company chosen is a multinational company that has employees from other countries and is the major branch of the company. The consideration is that this kind of company has the intensity of the use of foreign languages. The professionals that are chosen for this study are men and women, from the age of 20 years old and up. They are employees who work as staff and also manager or higher position.

3.3 Instrument

In this study, the writer uses two instruments in collecting the data. The instruments are questionnaire survey and notes. The questionnaire divided into several headings i.e. (1) personal identity, (2) education background, (3) linguistic

repertoire, (4) language usage, and (5) language choice. Personal identity part shows the name, age, and the position of the responder in the company. Education background shows the education of the responder and their experience in learning English. Linguistics repertoire shows the number of language acquired by the responder. The result of question number three influences the result of question number four and number five which show the language chosen and used by the responders in their workplace.

3.4 Technique of Data Collection

The writer has to follow several steps in collecting the data. First, the writer asks permission to the company where the writer does the research. After that, the writer gives the questionnaire survey to the employees who have been chosen and takes back the questionnaires the day after. When the questionnaires are already completed, the writer prepares notes for the observation. The observation which is done by the writer is observer's paradox. It means that the responders do not know that they are being observed. Therefore, the writer only takes notes in saving the data.

3.4.1 Time and place

The research in this study is done in the office of PT. Tinindo Indonesia in Surabaya. The process of obtaining the survey takes two days, while the observation process takes about twenty days. It is because the writer has to follow the responder one by one so that the writer can find the difference of their language choice in different settings.

The technique in collecting the data is summarized as follows:

1. Asking permission to the company
2. Giving questionnaires to responders
3. Taking the questionnaires the day after
4. Doing observation
5. Taking notes

3.5 Technique of Data Analysis

Since the writer needs two kinds of data collection, there are two results from the research. The first is from the questionnaire survey and the second is from the observation. The results of the survey are used to support the result of the observation. After obtaining all the data, the writer compares both of them. It has to be done because the data from the survey is not really valid. It does not mean that the responders do not tell the truth, but this might be happened because the responders sometimes do not realize when they choose certain language over other language, as this choice is not planned before. The writer makes a Linguistics Repertoire table of each responder. The writer then makes a table Language Choice in Different Setting in Workplace Domain for each questionnaire data from the responder. The table shows where and when the responders use English instead of Indonesian language. It also shows why the responders choose it. Besides making table of each responder, the writer also analyzes the factors of the language choice using the components of social factors such as the participants, setting, topic, and function; and social dimensions such as

social distance, status and formality, referential and affective scales. After that, the writer counts the number of responders who use English during working often, sometimes, and seldom. The writer counts it by dividing the number of responders who use English with the total number of responders, and time to one hundred percents. After that, the writer draws a pie diagram of the result. From the analysis, it can be seen how far English has been used by the professionals in PT. Tinindo Indonesia.

The technique of data analysis is summarized as follows:

1. Gathering all the data
2. Comparing data of questionnaire with data of observation
3. Making table Linguistics Repertoire of each responder
4. Making table Language Choice in Different Setting in Workplace Domain
5. Analyzing by using Social Factors and Social Dimension theory
6. Counting the frequency of responders who use English
7. Drawing a pie diagram
8. Interpreting
9. Making conclusion