

CHAPTER III

RESEARCH METHODOLOGY

3.1 The approach of the Study

This study used a Mixed-Methods Approach, which integrates quantitative and qualitative methods in a study. Accordingly, the qualitative method of building knowledge that aims to produce meaning (Leavy, 2017). Meanwhile, quantitative is related to a calculation or variable. The writer used field research or observation techniques because the writer was going down to the field (Supermal Karawaci) to collect data. Meanwhile, quantitative to calculate the language used was primarily found in the LL at Supermal Karawaci. Thus, the writer did or completed the qualitative data first and then afterward processed the quantitative data. Using the Mixed-Methods Approach aimed to answer the questions in Chapter I, where the questions need to be answered using qualitative and quantitative methods.

3.2 Data Source

The data taken was from many sources, such as the capture images taken from mid-to-end June 2021. The picture taken were information signs, prohibition signs, shop signatures, and advertising banners issued by Supermal Karawaci and the tenants. In addition, data sources also came from 5 random visitors to Supermal Karawaci who were willing to be interviewed with open-ended questions on June 21-22nd, 2021. Last but not least, This study also used an instrument as other data sources, the results of filling out questionnaires conducting by 55 random Supermal Karawaci visitors that were taken during the period June 22 to 28th, 2021.

3.3 Data Collection

The data collection process carried out was through many stages, including conducting field observations and permitting with the Supermal Karawaci. Then, after it was deemed sufficient to conduct field observations, the writer took documentation, taking pictures included in the LL category using a smartphone camera. Furthermore, data collection was carried out by conducting open-ended interviews with five random visitors or some questions are improvised during the interview process (Wengraf, 2001), taken in audio then transcript into written form. However, before conducting the interview, the writer provided a consent letter to the interviewees to state their willingness purely without coercion. In addition, data collection also carried out was by collecting the results of 55 random visitors filling out the instrument in the form of a questionnaire. Budiastuti & Bandur (2018) stated that a research instrument, in the form of a questionnaire, especially in quantitative research, should be tested for correlation. Since this research uses the mixed method approach thus, the instrument has conducted a correlation test. After getting the filling was carried out correlation testing using SPSS statistics application with the results of Cronbach's Alpha value 0.707 or acceptable.

3.4 Method of Data Analysis

The writer then analyzed the data by classifying and categorizing the data based on the theory written in the theoretical framework used in this study. Besides, this study used the Exploratory Mixed-Methods Approach, which begins with qualitative data processing, and then after getting the results, the author proceeded to quantitative data (Creswell & Clark, 2017). In processing data, it is divided into

two processes. First, the writer processed the data obtained through a qualitative approach, i.e., processing data obtained from observations, interviews, and survey data. After getting the overall results, the writer processed the data using a quantitative approach to get another result. However, the use of a quantitative approach in this study is only to find the percentage of language displays found at Supermal Karawaci using formula % or ($\frac{f}{n} \times 100\%$), which the formula is granted by Deviant (2010) in finding the frequency percentage in a data.