

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents a rationale for the method of research and analysis such as research method, research setting, research participant, data source, data collection technique, research data validity, data analysis technique and research ethical considerations.

A. Research Method

Narrative inquiry, the researcher conducts a study of one or more individuals. The goal of narrative inquiry is to obtain data in the form of a history of the journey or experience in the life of the participant. Furthermore, the researcher compiles it into a narrative and chronological report.¹ According to Connelly and Clandinin (1990) basically, in life, humans are storytelling organisms that live multilevel lives individually and socially. Therefore the use of narrative in educational research is considered appropriate to do. Narrative inquiry are studies that discuss how humans experience the world. One of the methodologies in research is narrative inquiry. In the study of educational experience, narrative inquiry is increasingly being used. Both outside and within education, narrative inquiry has a long intellectual history.² Zou et al (2019) stated that Narrative inquiry methodology is the formation of past human life experiences. In narrative inquiry is a case which people are involved and affected inside. It is allows for reflection, deepens the understanding of life events, and facilitates learning.³ Narrative inquiry blends storytelling and research, it can use stories as research data or it can use stories as a tool to analyze data or present findings is a statement from Barkhuizen et al (2013).⁴

¹ Prof. Dr. Sugiyono, Metode Penelitian Kualitatif, cet. 1 (ALFABETA, CV, 2018), 5–6.

² F. Michael Connelly and D. Jean Clandinin, “Stories of Experience and Narrative Inquiry,” *Educational Researcher* 19, no. 5 (June 1990): 2–14, <https://doi.org/10.3102/0013189X019005002>.

³ Zou, P., Luo, Y., Krolak, K., Hu, J., Liu, L. W., Lin, Y., & Sun, W. (2019). Student’s Experiences on Learning Therapeutic Relationship: A Narrative Inquiry. *Canadian Journal of Nursing Research*, 084456211987376. doi:10.1177/0844562119873760

⁴ Gary Barkhuizen, Phil Benson, and Alice Chik, *Narrative Inquiry in Language Teaching and Learning Research*, 0 ed. (Routledge, 2013), 3, <https://doi.org/10.4324/9780203124994>.

McEwan & Egan (1995) said in Creswell (2012) that narrative research is conducted when researchers have participants who are willing to tell their stories and then report the stories. By using this, the relationship between the researcher and the participant can be established closely. For the participants, sharing their stories can also make them feel heard and feel that their stories are important. This helps them to embrace the topic.⁵

This research uses a narrative inquiry. Because this research is necessary to explore the experience of participant as an English teacher at one of Madrasah Tsanawiyah in Kudus who uses Tiktok in learning English. This research also aims to answer whether Tiktok is effective as an interesting learning media. The reason the author uses narrative inquiry because based on the author personal opinion, research based on experience or history of the participant will produce concrete data. So the author can immediately enter and participate in the story and the author can explore the story of the participant. In addition, the results of narrative inquiry can be a lesson for readers. The readers of this study might also be able to feel more enjoy it and not seem stiff because it is based on stories from experience. From here the author want to know the experiences, joys and sorrows of the participant as English teacher in teaching English using Tiktok.

To enrich the data, the author involved other participants. The author interviewed the principal of the Madrasah Tsanawiyah and one of ninth grade students at Madrasah Tsanawiyah. This study also used fifteen students of ninth grade for questionnaire data. As a support and reinforcement of the data, this study uses several other techniques, namely through questionnaires, observations, and interviews.

B. Research Setting

This research was conducted at a Madrasah Tsanawiyah in Kudus that applies Tiktok as an interesting English learning media. The author chose that school because of the low mastery of English there. Then media is needed to attract students to learn English. In addition, in preliminary research, the school has provided facilities in the form of projectors and LCDs to be used as learning media. For this reason, the author conducted research in applying Tiktok as

⁵ John W. Creswell, *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*, 4th ed (Boston: Pearson, 2012), 502.

an interesting English learning media there. So that the motivation of students to learn English increases. This research time starts in February to March 2023.

C. Research Participant

Qualitative research is a research approach in which in the process of determining the subject, the author is freed to determine and select the participants, if they meet the criteria for taking information and data (Anne Shakka, 2019). This research is a narrative inquiry research or research with discuss how people are involved and affected in that experience. In this study, the author involved one of the English teacher in a Madrasah Tsanawiyah in Kudus. The participant's name was changed to RKD.

In selecting participants, the authors prioritize feasibility in selecting RKD as a participant in this study. This is very important to do because it is to explore the participant's experience as an English teacher in implementing Tiktok as an interesting English learning media. Also to find out the support and obstacles faced by participants in implementing Tiktok as an English learning media.

The author determines RKD as a participant based on the participant's experience in teaching English. Participants often use electronic media in teaching English. Such as youtube, online puzzles, quizzes, kahoot, etc. RKD feels that it can prevent students from feeling bored when learning English. RKD is a 38-year-old woman who has been teaching since 2006 or if counted until now, she has 17 years of teaching experience. The last education taken by RKD is Strata I of English Education. This is a strong reason for the author to choose RKD as a participant in this study.

In addition, the reason the author chose RKD to support this research is because the informant is a Tiktok user and implements Tiktok in English learning media. On this occasion, the author tried something new to explore the potential of the application that is currently popular with Gen Z and school children, namely using Tiktok as an interesting medium for learning English.

The author also conducted an interview with the Principal of the Madrasah Tsanawiyah. The selection of participants is based on data that the informant is the principal of the school, this is used to enrich the data in this study. The author asked about the school's efforts in facilitating teachers in teaching using electronic media.

The author also interviewed R, one of the grade 9 students at the Madrasah Tsanawiyah. The author chose R as a potential participant based on his activity in class during English lessons. R has a background in English. R likes to learn English, which is usually learned with friends or study alone. R usually learns English by listening to English podcasts with subtitles. In this case the writer asks about the experience felt by R when using Tiktok as an English learning media, especially in advertisement material.

The author also involved fifteen grade nine students as questionnaire data. The selection of 15 students as participants was carried out based on the students' activeness in listening to English lessons using Tiktok as a learning medium. The 15 students are Tiktok users. For this reason, the author chose them so that the data that researchers get is richer so that it can support and strengthen this research. The author distributes questionnaires with questions about the experiences experienced by these participants in learning English using Tiktok.

The participants in this study were based on their ability to participate in this research. So as to be able to find participants' experiences in implementing Tiktok as an English language learning media so that it is useful for readers.

D. Data Source

Based on Creswell (2012), Narrative inquiry is a thorough research for various types of narrative studies. Types of narrative inquiry include autobiographies, biographies, life histories, and teacher or student narratives. The specifics of this type of research depend on the author of the story, how much of the life is written and then presented, who the informants of the story are, and the theories used by the author.⁶ This study uses the type life histories of RKD as an English teacher in utilizing Tiktok as learning English media, especially in advertisement material.

Some people think that stories are just subjective accounts told or assumed in coffee rooms. Data sources in narrative inquiry therefore require. Data sources in narrative inquiry include :

1. Field notes about shared experiences;
2. Journal entries of the participants;
3. Interviews (usually unstructured);
4. Storytelling;

⁶ Creswell, 517.

5. Letter writing;
6. Autobiography and biography writing.⁷

This research uses field notes about shared experiences that the researcher conducted at one of Madrasah Tsanawiyah in Kudus on February 21, 2023 around 08.30 am. The author used it because by using field notes about shared experiences, the author can see firsthand about the implementation. As data source the author also used interview and story telling with RKD at the participant's house on March 16, 2023 at around 07.00 pm. The researcher also interviewed the principal and one of the students with the initials R to enrich the data. The interview with the principal was conducted in the principal's room on February 20, 2023 at around 09.00 am. Then the interview with R was conducted by whatsapp videocall on February 21, 2023 at around 05.00 pm. The researcher used interview and story telling, because according to the researcher's opinion with this data source the author can feel involved with the source regarding the experience or history.

E. Data Collection Technique

In order to process data to obtain relevant results, appropriate data collection methods and techniques are needed. Data collection techniques used in this research are interview, questionnaire, observation and documentation.

1. Interview

Researchers used interview techniques as a technique for collecting supporting data. Implementing a conversation technique between the interviewer and the interviewee with a view to gathering information. The technique that researchers use in collecting data is to conduct semi-structured interviews regarding participants' experiences in implementing Tiktok in the process of teaching and learning English. This is done in order to find more in-depth information or classified as an in-depth interview category. In its implementation, interview activities feel more relaxed or far from rigid. So that participants when interviewed feel enjoy and are able to tell their experiences. In accordance with narrative inquiry, which is research on the review of experiences experienced by participants, which are displayed in a narrative research.

⁷ Maggi Savin-Baden and Lana Van Niekerk, "Narrative Inquiry: Theory and Practice," *Journal of Geography in Higher Education* 31, no. 3 (September 2007): 463, <https://doi.org/10.1080/03098260601071324>.

The purpose of using this semi-structured interview technique is to find out the adaptation strategy in learning English using Tiktok. As well as knowing in depth about the implementation of Tiktok as a medium for learning English. Researchers interviewed about participants' experiences in learning English using Tiktok, especially in advertisement material. Participants told their experiences about the conditions that occurred in the classroom when learning with Tiktok took place. In addition, participants shared support and obstacles while using Tiktok in learning English. Participants also shared how to overcome these obstacles. The sources of this survey are based on RKD as an English teacher, the principal and R as a student at a Madrasah Tsanawiyah in Kudus. Narrative interviews were conducted in-depth by the researcher to collect narratives from the participants about their experiences when conducting English language learning using English.

Appropriate language was used by the researcher to gain comfort between both parties. That is, the researcher and the participants. In RK, an English teacher, the researcher conducted face-to-face interviews directly at the participant's home. The researcher also conducted a face-to-face interview with the principal at the Madrasah Tsanawiyah. While the interview with one of the students with the initials R, the researcher conducted a video call on WhatsApp. Researchers have made time contracts with participants so that interview activities can run smoothly without encountering significant obstacles.

It would be better if the interview could be completed within an hour. Similarly, this study was conducted by the researcher for about 30 to 50 minutes. The researcher tried to control the reactions that the researcher gave to the participants so as not to influence the story. The researcher also asked permission from the participants to record the interview activities so that every story the participants conveyed was not missed.

2. Questionnaire

A questionnaire is a form of data collection tool with ordinary people or commonly called respondents as a data

source.⁸ The questionnaire contains several questions to the respondent. Some of these questions are used to obtain research data with the aim of detecting the interests, attitudes and habits of the respondents. This questionnaire was distributed to respondents in the form of a list of questions so that research data was obtained and then returned to the researcher.

The questionnaire that researchers submit in this paper is in the form of questions with open answers and is essay in nature. The questions that the researcher asked about the experience that the respondent felt in learning English or advertisement material using Tiktok as a medium. These questions are like what the respondent feels during learning with Tiktok, whether there is a difference or not. Researchers also asked about the supporting and inhibiting factors that were felt when using Tiktok as an English learning media. These questions researchers asked fifteen ninth grade students at one of the Madrasah Tsanawiyah in Kudus in order to enrich the data in this study. The selection of the fifteen respondents was based on data from RKD as an English teacher that the fifteen students were active students during English learning activities. Researchers have made an appointment to ask for time so that respondents do not feel objections in filling out the questionnaire. The language that the researcher used in asking these questions was their mother tongue, Indonesian. So that respondents do not feel burdened and enjoy. The researcher distributed the questionnaire for about 30 to 45 minutes in the classroom of one of the Madrasah Tsanawiyah in Kudus.

3. Observation

The observation technique is a broad data collection process. The observation technique is the process of collecting data consisting of various biological and psychological processes. In the use of observation techniques carried out by researchers, it is hoped that they will be able to find out the real conditions that occur in the field regarding the application of Tiktok as an English language learning media so that supporting and inhibiting factors in learning English using Tiktok can be identified. This observation method is used by the author to the English teacher or RKD when teaching English using Tiktok. The observation process was carried out

⁸ Sugiyono, Metode penelitian pendidikan: (pendekatan kuantitatif, kualitatif dan R & D), Cet. 6 (Bandung: Alfabeta, 2008).

once in grade nine at one of the Madrasah Tsanawiyah when the teacher explained advertisement material. Observations were made on February 21, 2023 at around 08.30 WIB until 10.30 WIB.

The author makes observations about the learning process using Tiktok on advertisement material, the author observes the teacher's ability when starting teaching and learning activities to deliver advertisement material using Tiktok learning media. Also observe how the teacher delivers advertisement material using Tiktok, how to communicate with students, how to solve problems in class. In addition, the author also observed student responses in the learning process. The data generated from this observation will be used as material for further analysis.

4. Documentation

To collect data from non-human sources, documentation techniques are required. This research requires photographs during the observation activities. Documentation is used to complement other techniques in qualitative research. Documents in the form of recorded images with participants during interviews and records of events in the form of pictures in the classroom during observation activities. This technique is used to collect data related to research on the use of Tiktok as an English language learning media. This documentation was conducted by researchers after the interview took place, namely on February 20, 2023, February 21, 2023 and March 16, 2023. Documentation was also carried out after distributing questionnaires and carrying out observations on February 20, 2023.

F. Research Data Validity

Research data validity is needed to determine whether or not the data reported by researchers is valid with what actually happened in the field. The validity of research data or trust in research results is carried out by increasing diligence in research, triangulation, discussions with colleagues, and member checks. To obtain validity data, researchers apply several strategies, namely increasing persistence and discussing with co-workers.

Increasing persistence means making observations more carefully and irrationally so that the certainty of data and the sequence of events can be recorded in a definite and systematic

manner. Based on this, researchers look for many references by reading the results of other studies. By reading this, researchers' insights will be broader and sharper, so they can check whether the data found can be trusted or not.

In this study, to test the validity of the data collected, the author conducted triangulation. Triangulation is data analysis techniques from the combined available data. As a basis that researchers actually conduct data while testing the credibility of the data.⁹ This triangulation aims to cross-check the data that has been obtained. The triangulation that the author did was as follows :

1. Source Triangulation

Triangulation of sources to test the credibility of the data is carried out, namely by checking one data against another. The source of this research are RKD as English teacher. The researcher also used different informants to check the truth of the information. In this study, the researcher involved the principal and students at one of Madrasah Tsanawiyah in Kudus.

2. Technique Triangulation

Triangulation technique aims to test credibility data by checking data from the same source but using a different technique. This research using observation, interviews, questionnaire and documentation. The reason researchers use data source techniques is so that the data researchers obtain is able to produce evidence as a different view of what the researchers are researching. So that valid information is obtained regarding the application of Tiktok as an English language learning media, especially in advertisement material at Madrasah Tsanawiyah.

G. Data Analysis Technique

The researcher collected data during the period of February to March 2023. We conducted observations, interviews and distributed questionnaires. In the interviews that the researchers conducted, focusing on RKD's experience as an English teacher in implementing Tiktok as an English learning media. According to Creswell's opinion (2012), there are several stages in analyzing data from narrative inquiry. The first stage, by collecting or conducting

⁹ Sugiyono, *Metode Penelitian Pendidikan: (Pendekatan Kuantitatif, Kualitatif dan R & D)*, Cet. 6 (Bandung: Alfabeta, 2008). 273

interviews and making transcripts. Second, coding for themes. At this stage the researcher performs coding and identifies key elements in the data. Then the third stage is to connect between themes and interpret the themes.¹⁰ Interviews were conducted using Indonesian and English with the aim that participants did not feel burdened. In this interview activity, which took about 30 to 50 minutes, the researcher used in-depth narrative interviews. The researcher also made observations and distributed questionnaires to enrich the data that the researcher obtained.

The analysis approach that researchers use is thematic narrative (Barkhuizen et al, 2014).¹¹ Which is used to examine teachers' stories in implementing Tiktok in using Tiktok as an interesting English learning media. The aim was to capture teachers' individual and collective experiences within the sociocultural context of their practice. The researcher looks for examples (observed and reported) of teachers' experiences as well as supporting and inhibiting factors in implementing Tiktok as an English language learning medium. Furthermore, in accordance with Benson's (2013) 'writing as analysis' approach.¹² The findings produced stories from RKD as an English teacher, the principal and the students of a Madrasah Tsanawiyah. As well as the observations that the researcher had made. The findings featured stories from the participants, each of whom included comments about their experiences of using Tiktok as a learning medium. The researcher included content relevant to the themes during the thematic analysis and our understanding of the themes. This was followed by further discussion of the stories.

H. Research Ethical Considerations

After receiving consent and permission for the research, it would be ethical to ensure the safety of the participants. Although not necessarily potentially physically harmful, the researcher still maintains the confidentiality of the participants' data. In this study, the researcher felt that using pseudonyms was the ethical thing to do. The researcher also respected the participants' answers and

¹⁰ Prof. Dr. Sugiyono, *Metode Penelitian Kualitatif*, 162–64.

¹¹ Barkhuizen, Benson, and Chik, *Narrative Inquiry in Language Teaching and Learning Research*, 75.

¹² Benson, P. *Narrative writing as method: Second language identity development in study abroad*. In G. Barkhuizen (Ed.), *Narrative research in applied linguistics*. 2013. Cambridge: Cambridge University Press.

allowed the participants to share their perspectives. In addition, to avoid misunderstanding, the researcher explained the purpose and objectives of this study. The researcher anonymized the names of individuals and institutions in this study so that the participants felt comfortable and safe. In this study, the researcher and the participants received comparable reciprocity.

