

CHAPTER III

RESEARCH METHODOLOGY

This chapter consists of the research method, research setting, research subject/participants, instruments and data collection technique, research data validity, and data analysis technique.

A. Research Method

The research method is one of the most influential factors in conducting a study. Judging from the type of data the research approach used in this study is a qualitative approach. As for what is meant by a qualitative approach is research that aims to interpret phenomena regarding what is experienced by research subject holistically, and through descriptions in the form of language and words, in a special natural context and by utilizing various scientific methods.¹

In this research the type of method used is descriptive qualitative. This is because the research aims to describe the facts/phenomena that occurred during the research.² So this research will describe the implementation process of using the Cocomelon YouTube channel as a medium to learning and improving English Vocabulary. Therefore, researchers used a research method in the form of qualitative research.

B. Research Settings

This research was conducted at Playgroup, Wotan Village, Sukolilo District, Pati Regency. The choice was made because the school had implemented teaching and learning activities through the Cocomelon YouTube channel in an effort to improve English Vocabulary. Then the selection of the location was also due to the fact that the researcher comes from the same environment as the school, enabling the researcher to have sufficient knowledge about the educational development in that particular school. Furthermore, the researcher has conducted observations and interviews with the teachers who teach at the school.

¹ Lexy J. Moleong, *Metodologi Penelitian Kualitatif*, (Bandung: PT. Remaja Rosdakarya, 2019:6)

² Suharsimi Arikunto, *Managemen Penelitian*, (Jakarta: PT. Renika Cipta, 1993), cet. Ke-2, 309.

C. Research Participants/Subject

According to Suharsimi Arikunto (2010) research subject is a research boundary where researchers can determine it with objects, things or people to attach research variables.³ In this research, the selected subjects were teachers, headmaster, and three parents of students playgroup in Sukolilo Pati. By involving teachers, principals, and parents of students as research subjects, this research can explore various perspectives and relevant information to evaluate the implementation of the Cocomelon Youtube channel as an English vocabulary learning media for children in the playgroup Sukolilo Pati holistically. This can provide a more comprehensive understanding of the effectiveness and impact of using such media in the researched context.. Respondents or informants were selected using a purposive sampling technique. Purposive sampling is a sampling technique with data sources certain considerations. These particular considerations, for example the person who considered most know about what we expect, or maybe he/she as ruler so that it will make it easier for researchers to explore social objects/situations researched.⁴

D. Instruments and Data Collection Technique

Research instruments are tools used by researchers in collecting data so that the research becomes systematic. According to Sugiyono, in a qualitative research instrument the main instrument is the researcher himself or members of the research team. For this reason, it is necessary to know that the function of the researcher is to determine the focus of the research, collect data, assess and interpret the data and draw conclusions about what is being studied.⁵

In this study, researchers used several techniques in collecting data, namely:

³ Suharsimi Arikunto, *Prosedur Penelitian: Suatu Pendekatan Praktik*, Jakarta: Rineka Cipta, 2016.

⁴ Sugiyono, *Metode Penelitian Kuantitatif kualitatif dan R&B*, Bandung: Alfabeta, 2012, 54.

⁵ Sugiyono, *Metode Penelitian Pendidikan*. Bandung: Alfabeta 2013, 400

1. Interview

Interview is an activity carried out on one respondent to obtain information directly from the source.⁶ In this study, researchers used data collection techniques in the form of interviews where the instrument was in the form of questions that had been prepared and then submitted to the teacher playgroup Sukolilo Pati.

2. Observation

Observation is an intentional, systematic observation of social phenomena with psychological symptoms to be recorded later.⁷ The observation method used is unstructured observation, where observations are made without using observation guidelines. This method is used so that researchers can develop their observations in accordance with the development of facts as well as situations and conditions that occur in playgroup Sukolilo Pati.

3. Documentation

According to Suharsimi Arikunto, the documentation method is a method of finding data regarding matters in the form of notes, books, transcripts, newspapers, inscriptions, magazines, meeting minutes, agendas and photos of activities.⁸

E. Research Data Validity

To determine the validity of data in field research, it is necessary:

1. Participation of Researchers in the Field

In the activity of going into the field, researchers can learn how the implementation of Cocomelon YouTube channel as a medium to learning English vocabulary is carried out. So that researchers can test the truth of the information submitted by respondents. Thus the participation of researchers can increase confidence in the data collected.⁹

⁶ Hermawan Wasito, *Pengantar Metodologi Penelitian*, Jakarta: Gramedia, 2013, 71

⁷ P. Joko Subagyo, *Metodologi Penelitian dalam Teori dan Praktek*, Jakarta: Rineka Cipta, 1997, 63

⁸ Suharsimi Arikunto, *Prosedur Penelitian Suatu Pendekatan Praktek*, Jakarta: Rineka Cipta 2011, hlm.206

⁹ Lexy J. Moloeng, *Metodologi Penelitian Kualitatif*, Bandung: Remaja Rosdakarya, 2002, 327

2. Triangulation

Triangulation is a data checking technique that utilizes something other than the data for checking purposes or as a comparison of the data that has been collected.¹⁰ The following types of triangulation:

a. Triangulation of Sources

Source triangulation is a test the validity of the data by re-checking one data with another data source.¹¹ For this reason, researchers collected data and tested the data that had been obtained from the results of interviews with the school principal, teachers and parents of students at playgroup in Sukolilo Pati. The data from three sources is then described, so that researchers can find out the differences in the data from the data obtained previously.

b. Technique triangulation

Technical triangulation is testing the validity of research data by matching the results of one research technique with other research techniques.¹² In this case the results of interviews with the principal, teachers and parents of students were tested with observational data and documentation obtained by researchers while conducting research at playgroup in Sukolilo Pati.

c. Time triangulation

Checking research data in time differences will affect the credibility of research data.¹³ In this study, data was checked again through observation, interviews and documentation regarding the implementation of cocomelon YouTube channel as a medium to learning English vocabulary for Playgroups in Sukolilo Pati academic year 2022/2023 in different times and conditions.

¹⁰ Lexy J. Moloeng, *Metodologi Penelitian Kualitatif*, Bandung: Remaja Rosdakarya, 2002, 330

¹¹ Sugiyono, *Metode Penelitian Kualitatif Pendekatan Kuantitatif Kualitatif dan R&D*, (Bandung: Alfabeta, 2014), 373

¹² Sugiyono, *Metode Penelitian Kualitatif Pendekatan Kuantitatif Kualitatif dan R&D*, (Bandung: Alfabeta, 2014), 373

¹³ Sugiyono, *Metode Penelitian Kualitatif Pendekatan Kuantitatif Kualitatif dan R&D*, (Bandung: Alfabeta, 2014), 374

F. Data Analysis Techniques

The data analysis used in this research is descriptive analysis which aims to describe the facts/phenomena studied in a systematic, factual and accurate manner. The stages in analyzing data according to Miles and Huberman, include:

1. Data Collection
Data collection is the process of collecting data at research locations by conducting observations, interviews and documentation to determine the focus and deepening of data in the next data collection process.
2. Data reduction
At this stage, the data that has been collected will be simplified according to needs so as not to make it difficult for researchers to get information quickly.
3. Display data
After the data reduction process, the next stage is data presentation. The presentation of the data here is arranged in a systematic manner which aims to make it easier for researchers, then to help understand the situation and determine further performance.
4. Conclusion Drawing
The final stage is drawing conclusions based on the data that has been reduced and presented, then verified during the research.¹⁴

¹⁴ Sugiyono, *Metode Penelitian Pendidikan Kuantitatif, Kualitatif dan R &*, (Bandung: Alfabeta), 2006, 338