

CHAPTER III RESEARCH METHOD

A. Research Method

The method used in this research is qualitative. Qualitative research involves data collection procedures that result primarily in open-ended, non-numerical data which is then analyzed primarily by non-statistical methods, defined by Dornyei.¹ In addition, Hennink et al in the book define qualitative research as an approach that enables an investigation of people's experiences in detail by using a particular set of research methods such as in-depth interviews, observation, focus group discussion, visual methods, content analysis, and life histories.² Qualitative research is also more holistic and often involves gathering rich data from a variety of sources to better understand each participant's opinions, perspectives, and attitudes.³ Thus, qualitative research can be concluded as a study that is not in the form of numerical data and whose data collection process is more in-depth with certain methods such as interviews, observation, etc.

The type of qualitative research used in this research is descriptive qualitative. According to Hamzah's opinion in his book, qualitative descriptive research is research that describes a problem using words and numbers or the essence of the stages that answer who, when, where, and how questions for a particular purpose.⁴ Almost the same opinion was put forward by Kim et al that descriptive qualitative research is research that

¹ Z. Dörnyei, *Research Methods in Applied Linguistics: Quantitative, Qualitative, and Mixed Methodologies*, Oxford Applied Linguistics (OUP Oxford, 2007), <https://books.google.co.id/books?id=R4dNAQAAMAAJ>.

² Monique Hennink, Inge Hutter, and Ajay Bailey, *Qualitative Research Methods* (SAGE, 2020), https://books.google.com/books/about/Qualitative_Research_Methods.html?id=HLVHxQEACAAJ.

³ Hossein Nassaji, "Qualitative and Descriptive Research: Data Type versus Data Analysis," *Language Teaching Research* 19, no. 2 (March 2015): 129–32, <https://doi.org/10.1177/1362168815572747>.

⁴ Amir Hamzah, *Metode Penelitian Kualitatif Rekonstruksi Pemikiran Dasar serta Contoh Penerapan Pada Ilmu Pendidikan, Sosial & Humaniora* (CV Literasi Nusantara Abadi, 2021), <https://books.google.co.id/books?hl=id&lr=&id=IU1WEAAAQBAJ&>.

produces data that describes who, what, and where events or experiences are from a subjective perspective.⁵ Descriptive qualitative is used in this study to describe the results of the research data using words that answer questions from the research problem.

Based on the theories above, the researcher uses a qualitative descriptive method to describe the research results in the form of a series of sentences. The researcher conducted interviews to find out the participants' perceptions of the listening-learning experience using the "MercifulServant" YouTube channel. Researchers do not use quantitative methods because in this study explains the views of the participants. The perceptions of participants or users of the "MercifulServant" YouTube channel were obtained from their experience learning to listen on the YouTube channel. In addition, the results presented are not in the form of numbers but the data presented is in the form of a description of the interview results.

This study uses descriptive qualitative because it describes the views or perceptions of EFL students regarding the "MercifulServant" YouTube channel. Researchers collect data in accordance with the provisions of the qualitative method, namely conducting interviews. Interview data in the form of answers to questions regarding perceptions and those related to the YouTube channel were then transcribed. Some of the perceptions obtained from several sources will be processed and the results will be concluded through several stages which will be explained in the next sub-chapter. The researcher chose to use this method because the researchers wanted to know more about the participants' perceptions and impacts after using the channel.

B. Research Setting

1. Research Place

Research on student perceptions regarding the effect of using the YouTube channel "MercifulServant" on

⁵ Hyejin Kim, Justine S. Sefcik, and Christine Bradway, "Characteristics of Qualitative Descriptive Studies: A Systematic Review: Qualitative Description: Systematic Review," *Research in Nursing & Health* 40, no. 1 (February 2017): 23–42, <https://doi.org/10.1002/nur.21768>.

listening skills was conducted for English study program students at an Islamic college in Kudus. This research was conducted at an Islamic university because it is in accordance with the content on the YouTube channel "MercifulServant" which contains Islamic topics. From the various study programs at the tertiary college, the researchers chose participants from the English study program because this research required EFL learner participants and this research also discussed matters related to the relationship between learning media and one of the English language skills.

2. Research Time

Research on perceptions of using the Islamic channel "MercifulServant" was conducted from March to May 2023.

C. Research Participants

Participants in this study amounted to 5 people consisting of students aged 20-23 years. This research was conducted with English education students because it was in accordance with the target of this study, namely EFL Learners. Apart from that, the students who participated were also students from the Islamic campus and users of the YouTube channel "MercifulServant". The participants involved in this research are users of the YouTube channel "MercifulServant" and are willing to be involved in this research voluntarily. From several English students at the Islamic university, there were 5 EFL students and users of this YouTube channel who were willing to be involved in this research. The participants were obtained through information that the researcher conveyed to several English students. This information was passed on from one student to another until the researchers found 5 students who were willing to share their perceptions about Islamic YouTube channels. This research is expected to be useful for other EFL learners and can provide references to learning media to improve EFL learners' listening skills.

D. Instrument and Data Collection Technique

In this qualitative research, the results of data in the form of narratives from research subjects or respondents were

obtained through data collection techniques. After the data is collected then analyzed using qualitative data analysis. In this qualitative research, researchers act as research instruments and data collection of research, analysis, and data translators, and finally, researchers become pioneers of research results. This research is about the perception of students in the use of YouTube channel "MercifulServant" in listening skills. Researchers are carried out through preliminary research and interviews to collect data. The steps are as follows:

1. Preliminary research

Pre-research or preliminary research is carried out as a first step to find out the level of understanding of the listening participants. Pre-research will be compared with the main research or interviews. In this study, the first step was that the researcher asked the participants' TOEFL scores for the listening section, then the researcher identified the level of the participants according to Table 2.2. Then show one of the videos from the "MercifulServant" channel to be heard and understood. Then the researcher asked several questions to the participants according to the Listening To Audio-Media And Recording scale based on the CEFR book. The purpose of using this scale is to check whether their level matches the abilities of the preliminary test results or is there an increase.

2. Interview

According to Lambert and Loiselle cited by Ryan, et al. Interviews are data collection tools used to collect information related to participants' experiences, perceptions, and beliefs regarding a study.⁶ Data collection using interview methods has been carried out to find more detailed information. In this study, researchers conduct interviews with several participants who are EFL learners. Researchers prepared several questions before conducting interviews with participants. EFL learners were given a number of questions related to their perceptions of the use of the Islamic YouTube channel "MercifulServant" learning media.

⁶ Frances Ryan, Michael Coughlan, and Patricia Cronin, "Interviewing in Qualitative Research: The One-to-One Interview," *International Journal of Therapy and Rehabilitation* 16, no. 6 (June 2009): 309–14, <https://doi.org/10.12968/ijtr.2009.16.6.42433>.

a. Type of interview

Interviews are widely used in a study, especially qualitative research. Interviews are used to gather data regarding research to sources studied. According to Alsaawi, there are four types of interviews that can be used in research.⁷ First, structured interviews, namely interviews conducted in a controlled manner. The researcher made a list of questions before conducting the interview, and during the interview, the questions were asked sequentially. This type of interview is more focused on targets who want to ask. However, this type makes the interviewee less flexible in answering questions, and only answers according to what the interviewer asks. Second, unstructured interviews are interviews that are more flexible than structured interviews. This interview provides a more relaxed atmosphere and the interviewee can provide as many answers as they know. This type is suitable for researchers who want to get detailed and in-depth information about a particular problem.

The next type of interview is semi-structural, which is a combination of the two types previously mentioned. In this interview, the researcher makes a list of questions before the interview is conducted but questions can be asked out of order. This interview allows the interviewee to answer, and elaborate answers related to the problems asked open-ended. The last type is focus group interviews, namely interviews involving several people in a group which can be done structurally, semi-structured, or unstructured. This type of interview allows the interviewees to argue against one another's arguments. The difficulty in this type of interview is when the data is transcribed.

A number of the types of interviews that have been mentioned, the researcher chose to use the third type, namely semi-structural. In this study, the researcher will make a list of questions before conducting interviews.

⁷ Ali Alsaawi, "A Critical Review of Qualitative Interviews," *SSRN Electronic Journal*, 2014, 149–56, <https://doi.org/10.2139/ssrn.2819536.a>

Even so, researchers allow participants or interviewees to answer questions as far as they know. This was done so that the researchers found out more about the perceptions of each participant in using the Islamic YouTube channel "MercifulServant" through open-ended.

b. Procedure of interview

According to Guba and Lincoln cited by Suwendra, there are seven processes in the interview. This includes selecting participants, defining the issues to be asked, the interviewer initiating the interview, and continuing the flow of the interview effectively.⁸ Furthermore, before the interview ended the researcher confirmed the data first, wrote the results of the interviews into the field notes, and lastly followed up on the results of the interviews. Meanwhile, according to Neuman quoted from Fadhallah, there are 3 steps in conducting interviews, namely opening, process, and closing.⁹ The opener contains introductions and the interviewer explains the purpose of the research and the problem to be asked. The process is a question-and-answer activity between the interviewer and the interviewee, and the interviewer records the results of the interview or records it. Closing, namely the interviewer concluded the results of the interview and thanked the interviewee. Some of the procedures that have been mentioned will be used in this study.

E. Research Data Validity

According to Creswell, validity in qualitative research is checking the accuracy of research findings using certain procedures.¹⁰ Triangulation according to Turner is an alternative

⁸ Wayan Suwendra, *Metodologi Penelitian Kualitatif dalam Ilmu Sosial, Pendidikan, Kebudayaan dan Keagamaan* (Nilacakra, 2018), <https://books.google.co.id/books?id=8iJtDwAAQBAJ&printsec=frontcover>.

⁹ R.A Fadhallah, *Wawancara* (UNJ PRESS, 2021), <https://www.google.co.id/books/edition/WAWANCARA/rN4fEAAAQBAJ?hl=id>

¹⁰ John W. Creswell, *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, 4th ed (Thousand Oaks: SAGE Publications, 2014), <https://www.researchgate.net/publication/332246566>.

perspective that is used to validate and expand existing findings.¹¹ According to Sugiyono, triangulation is divided into three:¹²

1. Triangulation of sources: checking the validity of data sources through several existing sources. In this study, the researcher rechecked or confirmed the truth of interview data with participants or other sources, such as lecturers or other participants. Then the researchers concluded from several sources of data obtained.
2. Triangulation of technique: testing the validity of the same source using different techniques. In this study, researchers can search using interview techniques and also provide questionnaires to compare the results of the data. If the two techniques obtain different data from the same source, then it can be confirmed again with the source concerned regarding the correctness of the data.
3. Triangulation of time: time can also affect the validity of the data. The ineffectiveness of the interview time will affect the results of the study. Therefore, researchers must arrange appropriate interview times so that research results are also more effective.

In this study, researchers used triangulation of sources. Researchers checked the validity of the data by interviewing not just one data source. Researchers conducted interviews with several participants in order to obtain valid and accurate results. It will also add more extensive information about the participants' perceptions of using this YouTube channel on the participants' listening skills. Then, the researcher concluded the results from the various perceptions of the participants.

F. Data Analysis Technique

In qualitative research, data collection, and data analysis can go hand in hand, as Harahap has shown. That is when

¹¹ Phil Turner and Susan Turner, "Triangulation in Practice," *Virtual Reality* 13 (September 1, 2009): 171–81, <https://doi.org/10.1007/s10055-009-0117-2>.

¹² Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (Alfabeta, 2009), http://opac.iainkudus.ac.id/slims/index.php?p=show_detail&id=527363&keyword=s=sugiyono.

researchers collect data, researchers also make efforts to analyze data. Based on Huberman and Miles cited by Harahap, state that there are several steps taken in the analysis of qualitative research data.¹³ The first is data reduction, in this process, the researcher sorts the data that has been collected, compiles the data, and makes a summary in the unit of analysis. After that, the data were rechecked and grouped according to the problem under study. Then the results of data reduction are described in the form of sentences. The second displays the data, so after data reduction, the researcher displays the data in a narrative form that describes the results of the research data in the form of systematic descriptive sentences. The last is the conclusion, at this stage, the researcher draws conclusions from the research data in accordance with the evidence obtained accurately and factually.

Data analysis in this study uses the theory mentioned above. In the first stage, the researcher reduced the data by sorting the data and focusing on the data collection results. Preliminary research results and interview data were analyzed to find the main findings. The researcher then summarizes the results of the data so that it can be more easily understood. After that, the researcher presents the reduced data in narrative form. Furthermore, the research data were checked again and the researcher validated the data. The researcher confirmed the suitability of the data to the participants. Then the researcher makes conclusions that are in accordance with the evidence from the data collection results.

G. Research Ethical Considerations

Ethical consideration is a set of principles that researchers must adhere to that guide design and practice in research. There are several ethical issues that must be considered in research including voluntary participation, informed consent, anonymity, confidentiality, the potential for harm, and results communication.¹⁴ Thus, before conducting

¹³ Nursapia Harahap, *Penelitian Kualitatif*, ed. Hasan Sazali (Medan: Wal Ashri Publishing, 2020), <http://repository.uinsu.ac.id/9105/>.

¹⁴ Pritha Bhandari, "Ethical Considerations in Research | Types & Examples," Scribbr, October 18, 2021, <https://www.scribbr.com/methodology/research-ethics/>.

research, researchers must understand a study's ethical considerations and pay attention to ethical issues. In this research, the ethical issue that must be considered is voluntary participation, there is no element of coercion to become research subjects, research subjects participate on a voluntary basis. Furthermore, Informed consent, researchers must explain the research to be conducted to participants so that participants can consider and decide whether they want to participate in this study or not. In addition, the researcher will also submit a consent form as a form of data transparency and the approval of the parties involved in this research. Then confidentiality, researchers keep participants' personal data confidential and collect data anonymously to respect participant privacy, for example, the participant's name is written only with their initials with the consent of the participant. All types of data obtained will be kept confidential and not published except for the data used in this research. Lastly, in results communication, the researcher is responsible for the results of his paper which are the original results of the researchers themselves. So, these are some things that researchers must pay attention to when conducting research to adhere to ethics in research.