CHAPTER III
RESEARCH METHOD

A. Research Method

In this study, the qualitative method was used. Some qualitative method qualities include investigating a topic, developing a full understanding of phenomena, obtaining data based on words, analyzing the data for description using a text analysis form, and interpreting the most relevant relevance of the findings.[1] Each research should use a specific approach to investigate the topic at hand. This implies that the data in this study will be in the form of words or quotations rather than numbers, graphs, or calculations. Qualitative research is distinguished by its goals, which are related to understanding some element of social life, and by its techniques, which (in general) yield words as data for analysis rather than statistics.[2] Researcher attempt to gather more information and gain a more thorough picture of a topic, situation, or event by employing a qualitative research approach.[3] Logic, ethnography, discourse analysis, case studies, open interviews, participant observation, counseling, therapy, grounded theory, biography, comparative methods, introspection, casuistics, focus groups, literary criticism, meditation practice, historical research, and other methods are used in qualitative research.[4] Qualitative research is a type of social activity that focuses on how people interpret and make sense of their experiences to better understand individuals' social realities. It employs interviews, diaries, notebooks, classroom observations and immersions, and open-ended surveys to collect, analyze, and interpret data from visual and textual materials, as well as oral

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[1] John W. Creswell, Research Design: Qualitative, Quantitative and Mixed Methods Approaches 4 rdEd (New Delhi: Sage Publications, 2012), 16

[2] J.M. Brayer, "A Guide to Using CSMP," *Proceedings of the IEEE* 66, no. 7 (2008): 814–814, https://doi.org/10.1109/proc.1978.11033.

[3] Arora, R. & Stoner, CA mixed-method approach to understanding brand personality. Journal of Product and Brand Management, 18 (4),. (2009). P.83.

[4] Cibangu, K. S. (2012). Qualitative research: The toolkit of theories in the socialsciences. *Theoretical and methodological approaches to social sciences and knowledge management*, 5(1), 95-126.

history.[5]   Qualitative researcher are interested in people's beliefs, experiences, and meaning systems as seen through their eyes.[6]

The phrase "qualitative research" refers to a wide range of methodologies and procedures that varies greatly in terms of focus, assumptions about the nature of knowledge, and the role of the researcher.[7] characterizes qualitative research methodologies as having the following characteristics in common[8]:

1. They are anchored in an "interpretive standpoint," which means they are interested in how things of interest are interpreted, understood, experienced, generated, or constructed.
2. Based on research methodologies that are adaptable and socially sensitive.
3. Based on analytic methodologies that take complexity, intricacy, and context into consideration.

The purpose of qualitative research is to produce new concepts and theories by methodically describing and interpreting topics or events from the perception of the individual or community being examined.[9] The research design is a comprehensive decision that entails researching the issue and informing the decision that the researcher's philosophical beliefs lead to the research.[10] Descriptive qualitative research methods have recently emerged as a popular method for conducting research in a variety of fields, including psychology, social sciences, and education. Many researcher use this

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[5] Zohrabi, M). Mixed Method Research: Instruments, Validity, Reliability and ReportingFindings.*Theory and Practice in Language Studies*, 3(2), .(2013) P.262.

[6]Haradhan Kumar Mohajan, "Qualitative Research Methodology in Social Sciences and Related Subjects," *Journal of Economic Development, Environment and People* 7, no. 1 (2018): 23, https://doi.org/10.26458/jedep.v7i1.571.

[7]Prashant Kumar Astalin, "Qualitative Research Designs: A Conceptual Framework," *International Journal of Social Science & Interdisciplinary Research* 2, no. 1 (2013). P.24.

[8]Mason J Qualitative Researching (2nd edn) (2002). London: Sage Publications.

[9]Haradhan Kumar Mohajan. "Qualitative Research Methodology in Social Sciences and Related Subjects." *Journal of Economic Development, Environment and People* 7.1 (2018): 23.

[10]John WCreswell,. "Qualitative, quantitative and mixed methods approaches."2014.

type of research to teaching second language learning languages.[11] The main objective of descriptive research is to describe a phenomenon as well as its aspects or traits.

According to the definition above, descriptive qualitative research was a type of research that aimed to explain a phenomenon based on the description and situation on the field, without the use of statistics to reveal the facts.

B. Research Setting

The researcher chose Islamic Secondary School in Pati in the academic year of 2022-2023 as the study location. In this study, the researcher intends to employ Islamic Junior High School in Pati as a research site and involve students in eighth-grade students. and the researcher wants to know how they perceive learning English using the TikTok app as the primary media.

The researcher chooses the school for the following reasons: (1) There has never been a researcher with the same title conducting a study at this school before. (2) According to Suhartatik, an English teacher at Islamic Junior High School in Pati, many students prefer the Tik Tok program since they can use it at any time and from any location, and the typical student has this application on their cellphone.[12] (3) Based on the researcher's observation, English teachers just employ media to convey the content, such as books, projectors, and power presentations. As a result, the usage of tik tok can be a current teaching media for students learning English, particularly in speaking skills.[13]

C. Research Participants

The subjects of this study will be the students who will be overseen by the research. There are three classes with 30 students each: VIII-A, VIII-B, and VIII-C. The researcher chooses Class VIII-B as the research subject and takes 10 participants of students tobe interviewed. They are categorized as S1,S2,S3,S4,S5,S6,S7,S8,S9, and S10.

Participants for this study were recruited using purposive sampling. It was used to identify and select cases that will make the

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[11]Nassaji., H. *Qualitative and Descriptive Research Data Type Versus DataAnalysis.* California: Sage Publication.2015. P.30

[12]Sri hartatik, interview by the researcher, 16 november, 2022, interview, transcript.

[13] Observation by the researcher, 16 November 2022, observation,trancript.

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best use of limited research resources, as well as to select respondents who are most likely to provide relevant and useful information.[14]

Purposive sampling was a nonrandom technique that did not involve any underlying theories or a specific number of participants. Simply put, the researcher determines what needs to be known and then sets out to find people who can and are willing to provide the information based on their knowledge or experience.[15]

Table 1.1 Participants to be interviewed

Class	No.	Name	Position
VIII-B	1	S1	Student
	2	S2	Student
	3	S3	Student
	4	S4	Student
	5	S5	Student
	6	S6	Student
	7	S7	Student
	8	S8	Student
	9	S9	Student
	10	S10	Student

D. Instrument and Data Collection

1. Instrument

The methods used to gather and evaluate data are one of the distinctive features of qualitative research. A research instrument is a tool that researcher use to measure the nature or social phenomena that they observe.[16] This study uses three instruments to collect data: an observation guide, an interview guide, and documentation to know the Student's Perception on The Tik Tok Application for Developing English Speaking Skills.

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[14]Steve Campbell et al., "Purposive Sampling: Complex or Simple? Research Case Examples," *Journal of Research in Nursing* 25, no. 8 (2020). P.61, https://doi.org/10.1177/1744987120927206.

[15]Etikan, I., Musa, S. A., & Alkassim, R. S.Comparison of ConvenienceSampling and Purposive Sampling. *American Journal of Theoretical andApplied Statistics,*(2016) *5* (1), 1-4.

[16]Sugiyono, *Metode Penelitian Kualitatif, Kuantitatif Dan R&D,*(Bandung :Alfa Beta,2008), P 117.

The main instrument for collecting data in this research is the observation guide and interview guide. The systematic description of the events, behaviors, and artifacts of a social setting is known as observation.[17] Observation generally involves observing the subject or research situation.

Participant observation and direct observation are the two main types of observation. In participant observation, the researcher is involved in the research setting as both an observer and a participant.[18] In this study, the researcher used participant observation. Subsequently, the researcher will teach how to use TikTok as a media for learning English, particularly speaking skills. Furthermore, the researcher will explain which TikTok account can be used as a reference in English learning and which features can be used to make English learning more interesting.

In this study, the researcher used an observation guide and an interview guide as instruments to collect data.

2. Data Colection Technique

In this study, data was collected through observation, interviews, and documentation.

a. Observation

A qualitative observation is when a researcher takes careful observations of the activities and behaviors of participants at the research site. The researcher records activities at the research site in these field notes in an unstructured or semi-structured manner.

In this study, the researcher observes and investigates students activities while participating in learning using the TikTok application as the primary media in this study. Then analyzed whether students could develop their English language skills when using TikTok. The observation was made to determine how students at Islamic Junior High School in Pati's perceptions on learning English use the TikTok application.

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[17]Seyyed-Abdolhamid Mirhosseini, "Collecting Data Through Observation," *Doing Qualitative Research in Language Education*, no. January 2012 (2020). P.84, https://doi.org/10.1007/978-3-030-56492-6_4.

[18]Seyyed-Abdolhamid Mirhosseini, "Collecting Data Through Observation," *Doing Qualitative Research in Language Education*, no. January 2012 (2020). P.90, https://doi.org/10.1007/978-3-030-56492-6_4.

b. Interview

The interview allows the researcher to listen to the respondents' views or experiences for some time and to ask investigative questions to explore more ideas.[19] To collect student responses, the researcher used a semi-structured interview. A semi-structured interview is a method of data collection in which the interviewer prepares an interview guide before conducting the interview but does not strictly adhere to it in terms of the precise wording of questions or the order of questions.[20]

Semi-structured interviews are based on a semi-structured interview guide, which is a schematic presentation of questions or topics that the interviewer should explore. This data collection method is structured, and the outcome heavily depends on the interviewer's abilities.[21] During the interview, ten questions about their behavior, the benefits, and the challenges of using TikTok for English learning will be asked, and ten students will respond.

The researcher used a direct interview to impart responses from participants, and further probing can yield rich data. To avoid misunderstandings between the researcher and the participants, interviews were conducted one at a time, using a mobile phone and in Indonesian.

c. Documentation

To gain an understanding of the phenomenon under study, the qualitative researcher used written documents or other artifacts.[22] The researcher in this study collects data using the documents technique. This method is used to

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[19]Harding, J. *Qualitative Data analysis from start to finish.*). Sage Publications2013.

[20]Clarke, V. and Braun, V.*Successful qualitative research: A practical guide for beginners*. Sage Publication.(2013)

[21]DiCicco, B. *The Qualitative Research Interview.*Retrieved on 22nd May,2021 from https://onlinelibrary.wiley.com/doi/epdf/10.1111/j.1365-2929.2006.02418.x.2006.

[22]John W. Creswell, *Educational Research Planning Conducting and EvaluatingQuantitative and Qualitative Research* (England: Pearson Education, 2002), P.53

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collect written data or photographs of student activities during the learning process for use as research samples.

Documentation was collected in this study to obtain data on the form and use of the TikTok application in schools, which will be used in English learning. The collected data can be used to supplement and compare data from observations and interviews.

E. Research Data Validity

Validity is a critical component of effective research. A piece of research is worthless if it is invalid. Thus, validity is required in both quantitative and qualitative/naturalistic research.[23] The researcher must be thoroughly accompanied in the field to obtain valid and reliable data. Because the researcher is an instrument in qualitative research. It means that data validity can be assessed using interviews and triangulation.

Cohen defines triangulation as the use of two or more data collection methods in the study of some aspect of human behavior.[24] Thus, the triangulation technique implies that the researcher collects data using two or more techniques to ensure validity. The goal of triangulation is to improve the credibility and validity of the results. The researcher will use a triangulation method to check the validity and reliability of the data. In this section, the researcher will compare the results of the interview. Data validity can be achieved in this manner.

F. Technique Data Analysis

After gathering the data, the researcher proceeds to the task of analyzing it. The process of searching and organizing data from observation, interviews, and documentation was known as qualitative data analysis. Depending on the basic philosophical approach of the qualitativeresearcher, many methods existed for analyzing data. There was four concurrentverification flow of activity in the model: data collection, data reduction, datadisplay,

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[23]Louis Cohen, Lawrence Manion, and Keith Morrison, *Research Methods in Education sixth edition*, (NewYork: Routledge, 2007), P.135

[24] Louis Cohen, Lawrence Manion, and Keith Morrison, *Research Methods in Education sixth edition*, (NewYork: Routledge, 2000), P.112

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and data conclusion drawing and verification.[25]Each stage was presented in the following ways:

1. Data Collection

   Following the identification of the problem, the researcher gathered data by interviewing students for information and observing the teaching and learning process to gather additional supporting data. The researcher collected all of the recording data and the observation checklist and then transcribed the recording. From the transcription, the researcher obtained data. The researcher learned about students' attitudes toward using the TikTok application in the English learning process at this point.

2. Data Reduction

   It is the process of reducing the amount of data stored in data storage surrounding. The researcher chose the data obtained during the research about how students' perceptions on the TikTok application were then classified and selected for this study.

3. DataDisplay

   In this step, the researcher described and discussed the researcher's findings in the form methodically. As a result, it was simple to analyze. Displaying data means presenting data to an organization.

4. Data Conclusion Drawing and Verification

   In the final step, the researcher concluded and made recommendations based on the data analysis.

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[25]Miles, Matthew B., and A. Michael Huberman. *Qualitative data analysis: An expanded sourcebook*. sage, 1994. P.70