

CHAPTER III

RESEARCH METHODOLOGY

Research methodology is an important aspect of doing research. It helps the writer to investigate the problem and show how the study would be set up, to answer the question. This chapter explained the method adopted in this research. This chapter includes every step involved in conducting this research from the selection of participants to how to analyze the result of the data. Finally, this chapter provides a detailed explanation of the writer's topic.

A. Research method

Research in common parlance refers to research for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. Research is the art of scientific investigation. Research is an academic activity and as such the term should be used in a technical sense.¹

The qualitative research method was used in this research. According to Donald Ary, qualitative researchers seek to understand a phenomenon by focusing on the total picture rather than breaking it down into variables. The goal is a holistic picture and depth of understanding rather than a numeric analysis of data.² The descriptive qualitative research design used for this study because the purpose of the study is to know students' perspectives, opportunities, and challenges when using the "Kampung Inggris LC - Language Center" YouTube channel as a learning media in improving speaking skills. According to Donald Ary, Descriptive qualitative research provides a descriptive account of a phenomenon to be studied using data collected in various ways such as interviews, observations, and documentation reviews. The presentation of data in the research findings is in the form of quotations from documents, field notes, and interviews or excerpts from videotapes, audio tapes, or electronic communications. The data

¹ C.R. Kothari, *Research Methodology Method and Techniques*, 2nd ed (New Delhi, 1990)

² Donald Ary et al., *Introduction to Research in Education*, 8th ed (Belmont, CA: Wadsworth, 2010).

collected are the experiences and perspectives of the participants. The purpose of this descriptive research is to understand the world or experiences of others.³

Based on the theory above. It can be concluded that qualitative research is a method used to analyze, explore, and examine a problem in research. Qualitative research is also used to uncover problems and find answers based on the results of the data.

B. Research Setting

This research took place at Ibtida'ul Falah Islamic Senior High School located in Samirejo Village, Dawe District, Kudus Regency. There was only one class where the writer selected students. This research examines the student's perspectives, opportunity, and challenges of using the "Kampung Inggris LC – Language Center" youtube channel as English learning media to improve speaking skills.

C. Research Participant

In this research, the writer used purposive sampling. Purposive sampling is the deliberate choice of a participant due to the qualities the participant possesses. It is a nonrandom technique that does not need underlying theories or a set number of participants.⁴ In short, the writer decides what needs to be known to find people who are able and willing to provide information based on their knowledge and experience.

There are about 680 students at Ibtida'ul Falah Islamic Senior High School and there are about 245 students in 11 grade. Five students of varying levels were chosen as research samples for this research. There were five students selected because there were only 5 students who had fulfilled the research characteristics. The sample selection was chosen based on students who previously knew or were subscribers of the "Kampung Inggris LC - Language Center" YouTube channel.

³ Donald Ary et al., *Introduction to Research in Education*, 8th ed (Belmont, CA: Wadsworth, 2010).

⁴ Ilker Etikan, "Comparison of Convenience Sampling and Purposive Sampling," *American Journal of Theoretical and Applied Statistics* 5, no. 1 (2016): 1, <https://doi.org/10.11648/j.ajtas.20160501.11>.

All participants in this study were female because males and females were separated in each class. The pseudonyms are:

No	Name	Sex	Age	Grade	Background Experience
1	SN	Female	14	11 th	Youtube
2	AS	Female	15	11 th	Youtube
3	FAP	Female	15	11 th	Youtube, Tiktok
4	MA	Female	16	11 th	Youtube, Tiktok, Duolingo
5	ISM	Female	17	11 th	Youtube, TikTok

D. Instrument and Data Collection Technique

1. Instrument

A research instrument is a tool used in research to collect and obtain data.⁵ In this study, the writer serves as both an instrument and a data collector by asking questions, listening, and collecting research data.

Other instruments besides the writer himself that the writer used in this study were open interview guidelines and recording devices for documentation. The writer needs some assistance when conducting interviews, namely a book/sheet containing several questions that asked to participants. Furthermore, a recording device is used as a tool to record sound during interviews with participants. The recorder used by the writer during the research is a recorder application from a cellphone.

2. Data Collection Technique

The writer used interview and documentation techniques to collect data from research at Ibtida'ul Falah Islamic Senior High School. It aims to obtain valid data in research.

⁵ Winarno, Yudi, Muhtadi, and Much Alvin Aldiya, "Application of Learning Management Using Non-Test Instrument to Improve the Quality of Education," *Aptisi Transactions on Management (ATM)* 3, no. 1 (Januari 31, 2019): 46-45, <https://doi.org/10.33050/atm.vi1.831>

a. Interview

An interview is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed on a particular topic.⁶ The interview guide used to confirm participants' responses or answers to the research questions. In addition, it is used as a tool to collect additional information to strengthen the data.

In this interview, the writer uses the Semi-structured interview method, in which the writer has previously prepared a list of questions to be asked to participants, but the implementation freer in which questions that are still related to the topic can arise to explore the opinions and ideas of participants more broadly. In the interview, the writer used an interview guide so that during the interview it could run well.

The interview technique used in this research is face-to-face interviews and is conducted with each participant one by one. The place where interview took place was placed in the same room but at different times. Interviews in this study were conducted with five students from the same class.

b. Documentation

Documents are records of events that have passed. Documents can take the form of writings, pictures, or monumental works of a person.⁷ In this study, the writer also used data collection techniques with documentation with the resulting data in the form of photos, recordings, and videos. The documentation data presented above can be used to support the credibility and authenticity of the research data.

E. Research Data Validity

In this study, the writer used triangulation techniques to check the validity and reliability of the data. The meaning of the triangulation technique according to Louis and Keith is the use of two or more methods of data collection in the study of some

⁶ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan Rnd*, P. 231

⁷ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan Rnd*, P. 240

aspect of human behavior.⁸ From this explanation, in the triangulation technique, the writer combined various data sources that already exist in this study with guidelines or used two or more techniques in data collection to obtain validity. Therefore, in this study, the writer used instruments in data collection such as interviews and documentation. After that, the data is checked or confirmed again to ensure that the data obtained from interviews with participants is not weak or strong. The purpose of the triangulation technique is to increase the credibility and validity of the data.

F. Data Analysis Technique

The data of qualitative research comes from resources doing interviews and documentation. After that the writer analyze the data continuously until get the saturated data, analysis and the saturated data is necessary for qualitative research to support the theory and conclusion, seeking and composing data the result of interview, field note, and the other elements called data analysis the aim of data analysis is for giving the information to people to make the people understand and know about the case that writer takes.⁹ The activities in analyzing the data by miles and Huberman model are data reduction, data display, and conclusion or verification¹⁰

1. Data Collection

The fundamental technique of data analysis is data collection. The writer mengumpulkan data melalui interview dan dokumentasi dengan participants. Kegiatan wawancara dilakukan dengan menggunakan interview guidelines yang berisi 12 pertanyaan yang akan ditanyakan kepada participants. In this study, data are collected through searching, recording, and compiling information about the usage “Kampung Inggris LC – Language Center” YouTube channel to improve speaking skills.

⁸ Louis Cohen, Lawrence Manion, Keith Morrison, *Research Method in Education*, 6th ed (London ; New York: Routledge, 2017).

⁹ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan Rnd*, P. 243-245

¹⁰ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan Rnd*, P. 247-252

2. Data Reduction

During the research, the writer get a lot of data obtained. Therefore, the research data must be recorded carefully and in detail. Reducing data means summarizing, selecting key things, focusing on important things, and looking for themes and patterns. In this process, the writer 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 sentence.

3. Data display

The next step after reducing the data is the data display. In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between flowchart categories, and the like. After data reduction, the writer displays the data in a narrative form that describes the results of the research data in a form of sstematic descriptive sentence.

4. Drawing Conclusion or Verification

After the process of displaying data, the last process is a conclusion or verification. At this stage, the writer draws conclusions from the research data in accrodance with the evidence obtained accurately and factually. This conclusion answer the problem research so that the writer get a general conclusion about the use of the “Kampung Inggris LC – Language Center” youtube channel as English learning media to improve speaking skills.