

CHAPTER III

RESEARCH METHODOLOGY

A. Research Method

This research is a type of field research that is presented descriptively using qualitative methods. According to Robert G Burgess, field research is a process in which researchers must understand the actions of individuals or groups that are the subject of their research.¹ Thus, it can be said that the author conducted this research by being directly involved in the observation process to understand matters related to the topic. In general, the author presented data descriptively based on the findings in the field. The aim of this research is to describe how the teacher used the English Singing YouTube Channel and Scrapbook as media to teach English at an Indonesian Islamic Elementary School. In addition, this research also explores the supporting factors and obstacles, as well as the students' perceptions of using these media in learning English.

This research employed a qualitative method. As explained by Hancock, qualitative research is generally related to describing a social phenomenon. In this case, the author described the phenomenon naturally.² Qualitative research generally focuses on describing phenomena that occur naturally and then presenting them according to the reality in the field. In addition, Gay and Airasian added that qualitative research is conducted by collecting and analyzing data non-numerically, in the sense that the data is only presented descriptively without using numbers.³ In short, the results of this research were presented by describing the findings in the field without involving numbers.

The explanation above states that qualitative research methods are suitable for this research. The author described the findings about the learning using the English Singing YouTube Channel and Scrapbook. The author presented the data naturally in words according to the field conditions. The author also described the supporting factors and obstacles in applying these media. It also reveals students'

¹Robert G. Burgess, *Field Research: A Source-Book and Field Manual*, ed. Martin Bulmer (New York: Routledge, 1982), 1.

²Beverley Hancock, Elizabeth Ockleford, and Kate Windridge, *An Introduction to Qualitative Research* (Sheffield: The NIHR RDS for Yorkshire & the Humber, 2009), 7.

³L. R. Gay, Geoffrey E. Mills, and Peter Airasian, *Educational Research: Competencies for Analysis and Application* (New Jersey: Pearson Education, 2012), 7.

perceptions of using the English Singing YouTube channel and Scrapbook as media for learning English.

B. Research Setting

The author conducted this research in one of the Indonesian Islamic elementary schools. The Islamic elementary school is in Kaliwungu Village, Kaliwungu District, Kudus Regency, Central Java. The basic reason for choosing this research location is that one teacher used the English Singing YouTube Channel and Scrapbook as media for teaching English in the classroom. This institution also provides facilities such as LCD projectors, internet, and so forth, to support learning. Therefore, the author is interested in conducting research at this location.

C. Research Participants

In this research, the participants were an English teacher and eight sixth-grade that selected by purposive sampling technique. It aims to take informants who have competence and accurate knowledge according to data needs and research topics. I chose an English teacher who used the English Singing YouTube Channel and Scrapbook as English teaching media to find information on how the media is applied and the supporting factors and obstacles found. Furthermore, I selected six students, four male students, and four female students. The selection of participants was determined by specific criteria, indicating the varying levels of student engagement in English language learning through the utilization of the English Singing YouTube Channel and Scrapbook. Thus, it is said that they can provide accurate information regarding the use of YouTube and scrapbooks as media in English learning based on students' perceptions.

In this study, to maintain the participants' privacy, the author used the initials of each participant's name to disguise their identity. In this context, the first participant is an English teacher (AFD), followed by the second participant, a student (VP), the third participant (MNA), the fourth participant (MFR), the fifth participant (NLN), the sixth participant (CNA), the seventh participant (MID), the eighth participant (MA), and the ninth participant (MRAW). Furthermore, for clarity, the participant demographics table is presented below:

No	Name	Age	Teaching & Learning Experience
1.	AFD	29 years old	Seven years old
2.	VP	12 years old	Six years old
3.	MNA	11 years old	Six years old
4.	MFR	12 years old	Six years old
5.	NLN	11 years old	Six years old
6.	CNA	12 years old	Six years old
7.	MID	12 years old	Six years old
8.	MA	12 years old	Six years old
9.	MRAW	12 years old	Six years old

Table 3. 1 Participant Demographic Table

D. Instrument and Data Collection Technique

The instruments used in collecting data are observation, interview, and documentation. Observation in this research aims to gain information directly from the field related to implementing the English Singing YouTube Channel and Scrapbook as English teaching media. Furthermore, the author used interviews as an instrument to discover the implementation, the supporting factors and obstacles, and students' perceptions of using the English Singing YouTube channel and Scrapbook. Finally, the author used an instrument in the form of documentation obtained from teachers and students to help the author get more comprehensive information or pictures related to the research topic.

Meanwhile, to collect data relevant to the research topic, the author used three data collection techniques, including:

1. Observation

In this research, the author collected data related to the research topic through participatory observation techniques. Zuchri Abdussamad said Participatory observation is a technique for

collecting data conducted by researchers who are actively involved in the daily activities of individuals or groups who are the subject of research.⁴ In this research, I observed the implementation of the English Singing YouTube Channel and Scrapbook, the classroom conditions during learning, and the availability of teaching facilities.

2. Interview

The author used interview techniques in this research to explore data and information about the implementation, supporting factors and obstacles, and the students' perceptions of using the English Singing YouTube channel and Scrapbook. In this case, the type of interview was semi-structured. This technique is conducted more freely than structured interviews. This is because this interview technique aims to find problems more openly, where the interviewee is asked to express his opinions freely.⁵

The interview process in this research involved seven participants. These participants included an English teacher who implemented English Singing and Scrapbook. Then, six students were actively involved in the learning process using YouTube and Scrapbook. Each participant was asked to interview one by one using Indonesian to avoid misunderstanding between the author and the participant. In addition, the author recorded the interview process via smartphone, and then the data was analyzed qualitatively.

3. Documentation

Documentation in this research is used to complement the data obtained from interviews and observation. The author took research evidence in the form of photos and other relevant and necessary documents. This documentation includes photos of when learning takes place, student conditions in the classroom, and student worksheet documents produced in the classroom learning process using scrapbook media. Thus, this documentation makes the data obtained complete and in-depth, making the research results more accurate and accountable.

E. Research Data Validity

The author used triangulation techniques to test the validity and credibility of the data in this research. Triangulation is generally used in qualitative research involving two or more data collection

⁴Zuchri Abdussamad, *Metode Penelitian Kualitatif* (Makassar: Syakir Media Press, 2021), 147.

⁵Zuchri Abdussamad, *Metode Penelitian Kualitatif*, 146.

methods. Norman K. Denzin and Yvonna S. Lincoln define triangulation as a method or effort researchers use to test whether the data generated in research is credible data through several different perspectives.⁶ The author used the source triangulation and technical triangulation in this research described as follows:

1. Source Triangulation

The author used the source triangulation technique because it aims to validate data credibility by comparing information from different sources. In the context of this research, the author conducted a comparative analysis using data generated from observations and interviews. Apart from that, the author also compared the data from one interview with another.

2. Technique Triangulation

In this research, the author used triangulation techniques to validate data credibility by examining data based on the same source but using different techniques. The author used three techniques to check the research data: observation, interviews, and documentation. The author verified the data more effectively and accurately by checking the research results through different techniques.

F. Data Analysis Technique

Analyzing the findings was conducted after collecting data from various sources. The author used data analysis techniques to make it easier to analyze the data from participants. In this research, the author used data analysis techniques proposed by Matthew B. Miles, A. Michael Huberman, and Johnny Saldana. They explained that in qualitative data analysis, there are three data analysis processes conducted after the data is collected, which are explained as follows:⁷

1. Data Condensation

Data Condensation in this research was conducted after the author collected data through observation, interviews, and documentation. Matthew B. Miles and friends said that data condensation refers to selecting, simplifying, and focusing important data from all still general and complex data, which is then described in a simpler context. In this stage, the author selects

⁶Norman K. Denzin and Yvonna S. Lincoln, *The SAGE Handbook of Qualitative Research*, Fifth Edit California (: Sage Publications, 2018), 779.

⁷Matthew B. Miles, A. Michael Huberman, and Jonnhy Saldana, *Qualitative Data Analysis: A Methods Sourcebook*, third edition (SAGE Publications, 2014).

important data simplified to be more focused on answering the problem formulation. The author described and simplified data related to the learning process, obstacles, supporting factors, and student perceptions of using the English Singing YouTube Channel and Scrapbook in English language learning. Then, the data are classified and described based on problems following the research topic.

2. Data Display

Data display was conducted after data condensation by displaying or presenting data that had been completed through the condensation stage, which is usually presented in the form of long text, graphs, tables, charts, matrices, and so forth. Data display in this study was made to facilitate researchers in describing and explaining the results of research. In this case, the data display contains data exposure regarding the use of the English Singing YouTube Channel and Scrapbook as a medium for teaching English derived from observations, interviews, and documentation. Data display is usually done in the form of a description, charts, and so forth.

3. Drawing Conclusions

The final stage is drawing conclusions based on verified data. After performing the data condensation and display techniques, the author drew conclusions based on the data findings aimed at answering the problem formulation. In this case, the author concluded important points related to the use, supporting factors, obstacles, and students' perceptions of the English Singing YouTube Channel and Scrapbook in English language learning.

G. Research Ethical Considerations

This research was conducted after obtaining approval and permission from all the participants. In conducting this research, the author is responsible for the privacy and confidentiality of all participants involved in this research. In addition, the author also provided freedom and justice for all participants to express their opinions. Regarding the video content used, the author has ensured that the content is appropriate for children's age and does not violate copyright. The author has clearly and transparently formulated the research's aims and objectives to avoid misunderstanding.