

CHAPTER III

RESEARCH METHODOLOGY

In this chapter, the research discusses research methods, research setting, research participants, instruments and data collection technique, research data validity, data analysis technique, and research ethical considerations.

A. Research Method

This research uses a qualitative method on case study research with a descriptive qualitative approach. Case study is a type of in-depth qualitative research about individuals, groups, institutions and so on, at a certain time and aims to gain deep and complete understanding of certain individuals, groups, institutions or characteristics.¹ The data collection techniques in case study research obtained from interviews, observation, documentation and studying various documents related to the topic under study.² Through case study, the researcher can collect data and information in more depth on a group of students who actively use TikTok as a media in learning and mastering vocabulary.

In this research, the researcher implemented a qualitative method. The qualitative method is a method that is oriented towards phenomena or symptoms that have natural characteristics, research procedures with a qualitative method will produce data that is descriptive in nature, namely in the form of written or spoken words from a person and observable behavior.³ The approach used is descriptive qualitative with a case study design. Descriptive qualitative is a research procedure that is presented not in the form of numbers but in the form of an arrangement of writing or words.⁴ The case study design was chosen because the researcher wanted to get answers to the problems of more than one person and from various points of view, so that the results of this research is able to expand the knowledge and insight of researcher and readers regarding events or phenomena found related to the research topic.

¹Zuchri Abdussamad, *Metode Penelitian Kualitatif*, ed. Patta Rapanna, 1st ed. (Makassar: CV. syakir Media Press, 2021), 90.

²Sri Wahyuningsih, "*Metode Penelitian Studi Kasus: Konsep, Teori Pendekatan Psikologi Komunikasi, Dan Contoh Penelitiannya*," UTM PRESS Bangkalan - Madura, 2013, 3.

³Abdussamad, *Metode Penelitian Kualitatif*, 31.

⁴Miftachul Choiri and Umar Sidiq, *Metode Penelitian Kualitatif Di Bidang Pendidikan* (Ponorogo: CV. Nata Karya, 2019), [http:// repository.iaiponorogo.ac.id/484/1/Metode Penelitian Kualitatif di Bidang Pendidikan.pdf](http://repository.iaiponorogo.ac.id/484/1/Metode%20Penelitian%20Kualitatif%20di%20Bidang%20Pendidikan.pdf).

Based on explanation above, to find out student's perceptions, case study research using qualitative method with descriptive qualitative approach is suitable for this research because this research later it will explore and describe in more depth how are the student's perception related to the use of TikTok to enhance their vocabulary mastery, as well as what the benefits and challenges they face when use it to enhance their vocabulary mastery.

B. Research Setting

This research was conducted in an English education department at Kudus Islamic higher education institution in Indonesia. The selection of the department is based on the consideration that they have deeper insights related to English because they are in the department so the researcher feels it very appropriate with the topic of this research. The time of this research was approximately six months and was carried out in a gradual process starting from planning, and research preparation, then continued with field data collection as the core of the research and ending with a research report.

C. Research Participants

The subjects or participants in this research were sixth-semester students in the English education department at Kudus Islamic higher education institution. The researcher chose sixth-semester students based on consideration that at this stage they may have a stable schedule compared to early students who are adjusting to campus life or final semester students who are busy with their thesis. So, according to the researcher, they are ideal to be used as informants for providing in-depth, relevant and valid data in this research.

For the selection of participants, the researcher combined purposive with snowball sampling where both are included in non-random sampling techniques. Purposive sampling itself is a sample selection technique in which to obtain the desired data the researcher has determined specific criteria for selecting subjects to be used as informants,⁵ while with snowball sampling the researcher chooses certain people who are considered to be able to provide the data and

⁵Farida Nugrahani, *Metode Penelitian Kualitatif Dalam Penelitian Pendidikan Bahasa* (Surakarta, 2014), 102 <http://e-journal.usd.ac.id/index.php/LLT%0Ahttp://jurnal.untan.ac.id/index.php/jpdpb/article/viewFile/11345/10753%0Ahttp://dx.doi.org/10.1016/j.sbspro.2015.04.758%0Awww.iosrjournals.org>.

information needed based on recommendations from previous participants.⁶

In this research, to maintain the participants' privacy, the researcher used the initials of each participant's name to disguise their identity. The first participant is ALS, she was one of the students in the sixth semester whom the researcher had known before. First of all, the researcher communicates by contacting her via Whatsapp to ask if she is a TikTok user and follows accounts that provide English learning content, after receiving confirmation from her if she meets the criteria that researcher need, then the researcher asks her willingness to become a participant in this research. After she agreed, then we made an agreement to determine the time and place where we could meet to conduct face-to-face interviews.

After conducting an interview with the first participant, the researcher asked for recommendations for her other friends who met the criteria to be the next participant. From the recommendation of the first informant, there were five participants. Before conducting interviews with the next five participants, just like when contacting the first participant via Whatsapp, the researcher confirmed whether they met the criteria and were willing to become participants in this research.

After receiving confirmation from all of them, the researcher conducted further communication with them regarding when and where they could conduct interviews directly. From the process of finding participants, finally there were six students in the sixth semester who were willing to become participants in this research, they are: ALS (first participant), ISN (second participant), IN (third participant), MH (fourth participant), FTF (fifth participant), and ANM (sixth participant). They are all TikTok users and follow accounts that provide English learning content, in other words, they have met the criteria for this research, for this reason the researcher chose them so that the data that the researcher obtain will be valid and relevant.

66. ⁶Rahmadi, *Pengantar Metodologi Penelitian*, Antasari Press (Banjarmasin, 2011),

D. Data Source

1. Primary Data

Primary data is the main data used in research that is obtained by researchers from the object of research directly.⁷ The primary data for this research was obtained from the results of face-to-face interviews with six participants, namely sixth semester students in English education department who had met the criteria, including having a TikTok account and following a TikTok account that provides English learning content. The researcher saved the data from interview's results in digital and physical formats on Google Drive, the data storage was done to ensure that all information obtained could be accounted and for further analysis and verification of research results.

2. Secondary Data

Secondary data is data that refers to data that has been collected and analyzed by researchers from pre-existing sources.⁸ Secondary data for this research were taken from written materials such as theses, journals, and articles related to the research topic. Sources of secondary data can be used by researchers to help them find the data needed in research that cannot be found in primary data sources. In addition, this data can also be used to support and complement information on primary data.

E. Instruments and Data Collection Technique

To collect data and information in this research, the researcher used the following instruments and data collection techniques:

1. Interview

The interview can be interpreted as a data collection technique that is carried out by debriefing between the researcher and the object under study. There are three types of interviews namely structured interviews, semi-structured interviews, and unstructured interviews. In this research, the researcher used a semi-structured interview technique in which the implementation was freer compared to structured interviews. The purpose of this type of interview is to find problems more openly, where the parties invited to the interview are asked for their opinions and ideas.⁹

⁷ Harnovinsah, *Metodologi Penelitian, Pusat Bahan Ajar Dan E-Learning Universitas Mercu Buana* (Yogyakarta: Universitas Mercu Buana, 2018), 12.

⁸Harnovinsah, 12.

⁹Abdussamad, *Metode Penelitian Kualitatif*, 146.

In this research, the researcher conducted face-to-face interviews with six participants who had been selected at a time and place that had been agreed upon with each participant. The interviews began on January 21, 2024 – February 8, 2024 with an average time of 10-30 minutes. In the interview process, the researcher asked several open-ended questions related to their perceptions, experiences, reasons, benefits, and challenges in using TikTok to enhance English vocabulary mastery.

Researcher have made time contracts with participants so that interview activities can run smoothly without encountering significant obstacles. During the interview process, researcher conducted interviews using Indonesian, it aims to get wealthy and deeper information about student's opinions and perception. In addition, to make it possible to listen to the data repeatedly, the researcher also asked permission to record all interview sessions with a smartphone so that whatever the participants said would not be forgotten.

2. Documentation

Documentation is a record of events that have passed which can be in the form of writing, pictures, video, audio, or someone's monumental works.¹⁰ In this research, the documents themselves were in the form of photos, audio recordings during the interview process, and transcripts of interview results. This documentation technique is used to complement and support the data that has been obtained from the interview results.

F. Research Data Validity

The data that has been obtained must be checked to ensure the validity, credibility, and accuracy of the data. In qualitative research, data validity tests include credibility, transferability, dependability, and conformability.¹¹ The researcher checked the credibility of the data using a triangulation strategy. Triangulation is defined as checking data from various sources in various ways, and at different times.¹² The triangulation used in this research is technical triangulation and time triangulation, where in terms of technical triangulation researcher use various data collection methods, including interviews and documentation to obtain valid research findings and

¹⁰Abdussamad, *Metode Penelitian Kualitatif*, 149.

¹¹ Sugiyono, *Metode Penelitian Kuantitatif Kualitatif Dan R&D*, (Bandung:Alfabeta, 2013), 266-267.

¹²Abdussamad, *Metode Penelitian Kualitatif*, 190.

determine the level of trust in the data. While, time triangulation is a technique in choosing condition and situation when collecting data resources because time occasionally can makes affect the data result.¹³ For time triangulation, researcher conducted interviews with informants at different times, some in the morning and some in the afternoon to see if there are any differences in the data result.

To validate transferability, the researcher analyzed data obtained from interviews and documentation and then concluded as best as possible so that it is easy to understand, readable and provides information clearly, completely, systematically, and reliably. To validate dependability, the researcher used documentation during the research process. To validate confirmability, the researcher tested the results of the research which were then adjusted to the process carried out and adjusted to the actual data.¹⁴

G. Data Analysis Technique

Data analysis in this research is descriptive in nature which aims to describe the research findings in detail. From the data that has been obtained by conducting interviews and documentation, the next step that must be taken by the researcher is to analyze the data and present it in a good form. In this research, the results of the interviews were analyzed using the Miles and Huberman model. There were three stages of qualitative data analysis on the Miles and Huberman model, namely: data reduction, data display, and concluding.¹⁵

The first stage of analysis is data reduction, which refers to the process of summarizing, choosing the main things, focusing on the things that are important, looking for themes and patterns and removing the unnecessary data.¹⁶ In this research, the data obtained was quite large and was still too general, so the researcher reduced the data by selected the important data and simplified to be more focus on the data related the research question.

The second is displaying data. At this stage, the selected data can be presented in the form of essays, tables, graphs, categorization, and others.¹⁷ Display of data aims to assist the researcher in understanding what is happening in the data presented and considering what to do next. In this research, After reducing the data, the

¹³Umar Sidiq, *Metode Penelitian Kualitatif Di Bidang Pendidikan*, 95-96.

¹⁴Sugiyono, *Metode Penelitian Kuantitatif Kualitatif Dan R&D*, 277.

¹⁵Abdussamad, *Metode Penelitian Kualitatif*, 176.

¹⁶Sugiyono, *Metode Penelitian Kuantitatif Kualitatif Dan R&D*, 247.

¹⁷Sugiyono, *Metode Penelitian Kuantitatif Kualitatif Dan R&D*, 249.

researcher presented the data from the interviews using narrative writing techniques in the form of short descriptions.

Then, the last is drawing conclusions and verifying to answer the research questions that were formulated from the beginning. After displaying the data, the researcher makes conclusions based on the data findings that have been obtained by summarizing the important points related to the research questions. Then, the conclusion needs to be verified. The verification is supported by valid and consistent data.¹⁸

H. Research Ethical Considerations

After obtaining approval and permission for the research, it would be better and ethical to be able to ensure the safety of the informants. Although not necessarily potentially physically harmful, it is still important for the researcher to maintain the confidentiality of the informants' data. In this research, the researcher felt that using pseudonyms was the ethical thing to do. The researcher also respected each informant's answers and allowed them to express their point of view. So that the informants feel safe and comfortable. In short, in this research, the researcher and informants received comparable reciprocity.

¹⁸Sugiyono, *Metode Penelitian Kuantitatif Kualitatif Dan R&D*, 252.