

## CHAPTER III

### RESEARCH METHODOLOGY

#### A. Research Method

The researcher uses a qualitative approach in order to analyze and collect data from the object variable, in this case, Learn English with Disney Movies Playlist on the 'Learn English with TV Series' YouTube channel. The output data from this research is in the form of description, identification, classification, and text analysis. The reason why the researcher does not use quantitative method is that the researcher wants to know about the content and its quality of the object variable before the test the effectiveness of the object variable on students. Also, content analysis research is one of many types of explaining and data analyzing that we use in the qualitative approach.

The researcher uses descriptive qualitative to analyze, interpret and collect the data provided in the Learn English with Disney Movies Playlist on the 'Learn English with TV Series' YouTube channel. From the total of 38 videos on the playlist, the researcher will only analyze 2 videos as the sample of the research. Although the researcher has limited the discussion on the 'Learn English with TV Series' YouTube channel which focuses only on Disney movies, the researcher also needs to adjust the video where the discussion is in accordance with the applicable curriculum on English subjects in Indonesia. The selection of video samples was also carried out to avoid discussions that were out of topic from the focus of the research.

#### B. Research Setting

The research is conducted by online on the YouTube platform that started from December 2021 until it finished.

#### C. Instrument of The Research

The instrument of this research is only the researcher because there is only one object of the variable which is the YouTube Channel. Also, the researcher used the independent measure to assist the researcher in conducting research.

#### **D. Data Collection Technique**

In this part, the researcher elaborated on the description of the data sources which was the Learn English with Disney Movies Playlist on the 'Learn English with TV Series' YouTube channel. The researcher used the primary data sources from the playlist on the 'Learn English with TV Series' YouTube channel by directly observing and identifying the channel. There were some general pieces of information provided by the YouTube playlist feature that could assist the researcher in collecting data for this research. The data on this research were collected by watching the videos on the playlist, also by reading each video description, and then observing and identifying the explanation from the creator of the 'Learn English with TV Series' YouTube channel.

After collecting data, the researcher explained how the data selected based on the criteria of good learning media on the topic of the research and then analyze, identify, and the last was present the data systematically before the videos used for learning activities. For the reason that we need to classified the content based on the students' grade level related to curriculum in Indonesia.

#### **E. Research Data Validity**

The validation of the qualitative approach was described in this section. The accuracy of the data and information in this research was explained by the researcher to qualified the requirements of research data validity. The researcher only confirmed and verified the data through sources that can be used as validators of explanation from the host. Here, the researcher used resources and then compared into validator to get the research data validity of the object variable, in this case, the Learn English with Disney Movies Playlist on the 'Learn English with TV Series' YouTube channel. And then the researcher will present the data systematically before the videos used for learning activities.

#### **F. Data Analysis Technique**

Content analysis is the technique that the researcher used on the research. In general, content analysis is started by identifying some problems or issues to find the way out by

presenting or make a conclusion.<sup>1</sup> In this case, the object variable of the research is mostly in the form of a video. The main data analysis technique is by watching the explanation of the videos on the Learn English with Disney Movies Playlist on the 'Learn English with TV Series' YouTube channel systematically. Not only video, but also some pieces of information are explained by text, such as the video description. So, the result of the research can be understood and the findings can be well presented to the readers.

In conducting research on content analysis especially when the object variable is video, precision is required in understanding what the content creator conveys in the video. So, there are some steps were taken on the research in order to analyze the content of the Learn English with Disney Movies Playlist on the 'Learn English with TV Series' YouTube channel:<sup>2</sup>

1. Pay attention to and summarize general information on the 'Learn English with TV Series' YouTube channel. There is usually a description of the channel on the 'About' sub-menu.
2. Explain several video categories that have been sorted by the creator of 'Learn English with TV Series' YouTube channel (on YouTube terms, it is called Playlist feature).<sup>3</sup>
3. Focus on the videos of the Learn English with Disney Movies Playlist on the 'Learn English with TV Series' YouTube channel as the primary object variable. The data obtained from the Disney Playlist was then arranged and classified in detailed information to be analyzed based on the criteria of good learning media that are acceptable in Indonesia.
4. The researcher makes a conclusion of the data analyzed and presents the result with screenshots.<sup>4</sup>

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<sup>1</sup> Jim Macnamara, "Content Analysis," *ResearchGate*, no. University of Technology Sydney (2018).

<sup>2</sup> Arpit Bhatia, "Analytical Study of Video Content on YouTube with Emphasis on 'Do It Yourself Videos', 'Vlogs' and 'Feature/Sketches'" (2016).

<sup>3</sup> Bhatia.

<sup>4</sup> Bhatia.

## G. Research Ethical Considerations

The researcher has responsibility for the research ethical consideration, especially in the process of collecting data. Even though the object variable is only YouTube channel, more precisely a playlist. But there are some content creators and hosts on each videos. So, the researcher should be respectful of each hosts and content creators on the 'Learn English with TV Series' YouTube channel by not cross the line such as disturbing the hosts and content creators' privacy. And in addressing the channel, the researcher must watch the video on the platform, not download the video because that is going to reduce the views and earnings on the analytic of the channel. And then contributing on giving like and good feedback on the comment section because it will increase the reputation of the channel on the YouTube algorithm.<sup>5</sup>

Related to the copyright, the researcher decided to not downloading and copying the video, instead the researcher recommends to all readers and teachers that will use the videos from the 'Learn English with TV Series' YouTube channel by stream on the YouTube platform. It also occurs if the readers want to watch the movies that explained on the channel, the researcher recommends to watch the movies on legal streaming platforms along the lines of Netflix, Disney+ Hotstar, Genflix, Hulu, HBO Go, Viu, etc. Watching and copying movies illegally are a violation infringement for production of creative works, artistic or profitable goods. This can lead to fines for the perpetrators according to the laws in force in a country.<sup>6</sup>

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<sup>5</sup> Bernhard Rieder, Ariadna Matamoros-Fernaández, and O'scar Coromina, "From Ranking Algorithms to 'Ranking Cultures': Investigating the Modulation of Visibility in YouTube Search Results," *Convergence: The International Journal of Research into New Media Technologies* 2018 24 (2018): 50–68.

<sup>6</sup> Bayu Sujadmiko, "Copyright Infringement on Music, Movie and Software in the Internet (Illegal File Sharing and Fair Use Practices in Indonesia, Japan and United States of America)" (Kanazawa University, 2016).