

CHAPTER III RESEARCH METHODOLOGY

A. Research Method

The researcher's strategy for discovering a group or a phenomena in its natural environment is known as the study design. Planning to conduct a study is known as research design. It is essential to oversee the full research project. Qualitative descriptive research is used in this study. According to Galang, qualitative research aims to understand phenomena that the study subject encounters, such as through observation, perception, interview, action, and other methods.¹

Some traits of qualitative research include the use of the researcher as the main tool and the use of the natural environment as a direct source of data. In qualitative research, the data are gathered in the form of words or images rather than numbers, making it descriptive.² It can be inferred that the researcher is the primary tool who describes all of the phenomena in descriptive research in writing, in a natural setting.

Based on the statements above, the researcher investigates information about the perception, obstacles, and strategies of the use of YouTube Vlog in the third semester students in an English education department in Indonesia. Therefore, qualitative research is appropriate to be used in the researcher's study. In this research, the researcher investigates the kinds of the perception, obstacles, and strategies of using YouTube Vlog to improve speaking skill in the learning process.

The researcher uses a descriptive qualitative design that is categorized into descriptive qualitative research. In this research, the researcher collects the data through interview, observation, and documentation.

B. Research Setting

1. Setting of Place

This study is conducted in the third semester students in an English education department of C class in Indonesia in which

¹ Galang Surya Gumilang, "Metode Penelitian Kualitatif dalam Bidang Bimbingan dan Konseling" *Jurnal Fokus Konseling* 2, no. 2 (2016): 145.

² Nursapia Harahap, "*Penelitian Kualitatif*", (Medan: Wal Ashri Publishing, 2020), 125.

the lecturer of speaking for professional context course uses Vlog as a medium to improve speaking skill.

2. Setting of Time

The researcher conducts the research for about six months. The research schedule is written in the form of a matrix. It is included in the appendix. Three steps conducted by the researcher as follows:

a. Planning

In this step, the researcher conducts the activities such as proposing title, preliminary observation, writing proposal, proposal examination, revision, and permission letter submission. This step is conducted from April 2021 until August 2021.

b. Implementation

In this step, the researcher conducts the activities such as collecting data (focus discussion group, interview, observation, collecting documents, and analyzing data). This step is conducted from May 2021 until the end of the research.

c. Compiling The Report

In this step, the researcher conducts the activities such as compiling the report and revision, in this step is conducted from May 2021 until the end of the research.

C. Research Participants / Subjects

The subject of the research are the English Lecturer of speaking for professional context and the third semester students in an English education department in Indonesia in the 2020/2021 academic year (Class C).

D. Data Sources

Data sources are anything that provides information about the required data. The data source can be divided into two types:

1. Primary Data

Harnovinsah defines primary data as information that was gathered voluntarily by researchers. In other words, primary data are information that the researcher independently gathers from the initial source or the location where the research was conducted.³ The researcher obtained primary data from

³ Harnovinsah, *Metodologi Penelitian, Pusat Bahan Ajar Dan Elearning Universitas Mercu Buana* (Universitas Mercu Buana, 2018), 12.

interviews with selected informants including, one English Lecturer of speaking for professional context, and thirty-four students (twenty-five females and nine males) of the third semester students in an English education department in Indonesia in 2020/2021 academic year (Class C).

2. Secondary Data

Researchers can collect secondary data using already-existing data. Typically, it takes the shape of documents or reports. In the process of looking for secondary data, the researcher must first determine the data that are required in order for the data that are collected to be consistent with the research emphasis.⁴ The researcher then examines and evaluates the secondary data using the original research objectives after gathering it. The examples of secondary data are books and journals.

E. Data Collection Technique

In this study, there are some data collecting techniques used by the researcher, there are:

1. Interview

The interview is a crucial method for gathering data since it entails verbal exchanges between the researcher and the research subject. The interview process was semi-structured, according to the researcher. The category of in-depth interviews also includes semi-structured interviews. In comparison to organized interviews, it has a more open category.⁵ This semi-structured interview is conducted on informants who are able to give information related to the use of YouTube vlog to improve speaking skill, such as the Lecturer of speaking for professional context and some students of the third semester students in an English education department in Indonesia in the 2020/2021 academic year (Class C). The researcher creates an overview of the major themes of the interview or questions before the interview process, but in actuality, the researcher is allowed to ask questions in any sequence.

2. Observation

<http://mercubuana.ac.id/files/MetodeLogiPenelitian/Methodologi%20Penelitian%20Dr.doc>.

⁴ Harnovinsah, *Metodologi Penelitian*, 12.

⁵ Nigel Mathers and friends, *Using Interviews in a Research Project* (UK: Trent Focus Group, 1998), 1, <https://www.google.com/url?sa=t&source=web&rct=j&url>.

Observation is a series of data retrieval processes carried out directly on the research object so that the information obtained is based on facts. With direct observation, the researcher makes observations to find data for analysis. In this study, the researcher observes learning activities of using Vlog, the available teaching facilities, the condition of the institution, and so forth.

3. Documentation

Data collection techniques called documentation techniques include looking at and analyzing previously documented data. Suharsimi Arikunto claims that the documentation data are derived from the findings of data searches on variables such as transcripts of notes, books, newspapers, meeting minutes, menus, and so forth.⁶ In this case, the researcher used archives, such as vision and mission of the institution, pictures of the use of YouTube vlog, and so on.

F. Research Data Validity

Triangulation is the process of evaluating the reliability of the researcher's data. The procedure of triangulating data is one used in qualitative research. When different data sources or data collection methods are combined, triangulation evaluates the sufficiency of the data. The researcher employed the following sorts of triangulations:⁷

1. Source Triangulation

Source triangulation is a method for evaluating the reliability of data by cross-referencing and contrasting information from several sources. The researcher in this instance contrasts the findings of the observation with the data from the interview as well as the findings of the interview with those of the other interviews.

2. Technical Triangulation

The researcher uses technical triangulation to examine the reliability of the data by using several methodologies to compare data from the same source. In this instance, the researcher uses a variety of data collection methods, including interviews, observation, and documentation, to validate the study's findings and determine the degree of trust in the data.

⁶ Suharsimi Arikunto, *Prosedur Penelitian Suatu Pendekatan Praktek* (Jakarta: PT Rineka Cipta, 2006), 206.

⁷ Sugiyono, *Metode Penelitian Kuantitatif*, (Bandung: Alfabeta, 2010), 273.

G. Data Analysis Technique

In order to improve knowledge and explain what the researcher has uncovered, data analysis is the act of methodically searching and compiling the interview transcripts, field notes, and other materials that the researcher obtains.⁸ Data analysis is the process of gathering data in a methodical manner from multiple sources. The researcher went through the following phases of data analysis:

1. Data Collection

A crucial step in the process of data analysis is data collection. In this study, data are collected through searching, recording, and compiling information about the usage of YouTube vlogs to hone speaking abilities through interviews, documentation, and observation.

2. Data Reduction

Data reduction is the process of condensing, picking, and sorting data to identify the most crucial pieces and eliminate the rest. Reduced data will therefore give a more thorough and understandable description and make it simpler for a researcher to carry out additional tasks. In this research, after collected data related to the use of YouTube vlog to improve speaking skill in an English education department in Indonesia, then the data is reduced to classified into each research problem. The data are from the results of observation, documentation, and interview with the Lecturer of speaking for professional context, and students of the third semester students in an English education department in Indonesia in the 2020/2021 academic year (Class C).

3. Data Presentation

The next stage after data reduction is data display. Data presentations are the short summaries, tables, graphs, and other representations of information sets. The data presentation in this study is designed to make it simple for the researcher to explain and comprehend the research on the use of YouTube vlogs as medium to enhance speaking ability. Charts, captions, and other visual representations are used to present the data.

⁸ Rio Hermawan, "*Factors That Cause Language Anxiety In The English Classroom Speaking Performance In SMP Negeri 4 Pakem Yogyakarta*" (Thesis, Yogyakarta State University, 2013), 39.

4. Data Verification

The solutions to the research challenge are the data verifications. The proposed preliminary conclusions are still tentative and subject to revision in the absence of compelling evidence. Valid and consistent data must be used to support it in order to gain convincing verification. The researcher's conclusions in this study will be supported by the information gathered from the field. This conclusion will answer the problem research so that the researcher will get general conclusions about the use of YouTube vlog to improve speaking skill in an English education department in Indonesia.

