

## **Chapter Three**

### **Research Methodology**

This chapter presents the methodology used in this research. There are five sections namely research design, research setting, research participants, data collection method, and data analysis technique. Several theories about research are also reviewed.

#### **Research Design**

This research used qualitative approach. Qualitative approach was chosen because this research aims to explore and understand the meaning of individuals or groups ascribe to a social or human problem. According to Creswell (2012), the characteristic of qualitative approach is the research process of exploring a problem and developing a detailed understanding of a central phenomenon. Therefore, the used of qualitative approach enabled the researcher to know the trends or phenomenon and emphasized in-depth information which was related to this research in order to gain richer information for this research. Besides, by applying qualitative approach, the researcher could discover rich information by observing the phenomenon experience by the participants.

This research was conducted through a descriptive qualitative design. As Sugiyono (2013) mentioned, descriptive research is a research used to describe the phenomenon, symptom, condition which use qualitative or quantitative. The researcher used descriptive method to know deeply about one object or phenomenon and to investigate the circumstances, conditions, or other things, the results are presented in the form of research reports. Descriptive method was chosen because the researcher needs rich information and deep information by the participants who involve collecting data in order to answer the research questions formulated in the problem statement. As a descriptive study, it was eliciting the use of Vlog to assess students' speaking

skill based on their point of view. According to Lambert and Lambert (2012), descriptive qualitative study focuses on discovering the nature of the specific events under study. The goal of descriptive research is to describe a phenomenon and its characteristics. Another reason the researcher used descriptive qualitative design was to define it as a research design which discovered the phenomenon of a particular situation.

### **Research Setting**

This research was conducted in an English Language Education Department of an Islamic private university in Yogyakarta which was to investigate the use of Vlog to assess students' speaking skill. There are some reasons why the researcher took place as the setting. Firstly, this university put forward technology as a tool in teaching and learning activities. Usually, the lecturers used technology as a tool for teaching, to provide assessments, to provide assignments, to provide information, as well as a place for discussion. For instance, the lecturers used E-learning as a tool to give assignments and as a place for discussion to the students.

Secondly, it is the use of Vlog as assessment for the students in tourism class which can help the researcher to find participants based on the criteria. From the explanation above, the researcher believed that it was a suitable place for this research and to get the data from this setting. Thirdly, the researcher was easy to get credible participants to be interviewed because the researcher knows about the context of the setting in the university. Moreover, the researcher will get valid data about the knowledge related to this research.

Besides, this research has begun in the odd semester 2018 because the class was started for the students who study in the university after semester break. It would be easier for the researcher to find the participants since they were already active on campus. Because the data collection method of this research is interview, the researcher needs some students as

participants. The researcher needed fourth months to finish this research, started from September 2018 until February 2019.

### **Research Participants**

The participants of this research were the students in an English Language Education Department of an Islamic private university in Yogyakarta batch 2016 who already took a tourism class. The researcher required some criteria to choose the participants. Firstly, they had some experiences in Vlogging especially in Vlog task from the tourism subject that they took. This criterion was chosen because the researcher believes that if the participants already took tourism subject, the researcher was possible to get valid data based on the research problem. Besides, if the participants have experience in Vlogging especially in tourism subject, they can provide necessary information to answer the research question. Therefore, the researcher can get the data which are reliable, specific and not ambiguous. Secondly, the participants already pass the vlog task and tourism subject because they had experienced on made a Vlog. This is also crucial criteria that should be considered by the researcher. By considering this criterion, it means that the participants of this research are qualified.

In addition, the total of the participants of this research was four students; there were three female participants and one male participant. The researcher believed that four participants were enough to get deeper data. Also, the researcher has analyzed and given label as a pseudonym to the answer of each participant based on the questions given. The researcher gave pseudonym to the participants such as *Biru* as a participant 1, *Merah* as a participant 2, *Putih* as a participant 3, and *Hitam* as a participant 4.

The first participant, *Biru* was a female student in batch 2016 in the department. She has studied in the department for two years. She took tourism class in semester 4. She had known

what the vlog was like but her first experience in Vlog was taking in the tourism class. When doing the Vlog assignment, she felt challenged and happy. She said that her English ability was still standard because when she spoke English, she had difficulties. Her score in tourism class was A.

The second participant, *Merah* was a female student in batch 2016 in the department and has studied in the department for two years. She took tourism class in semester 4. She had known what the vlog was like from YouTube but her first experience in Vlog was taking in the tourism class. When doing the Vlog assignment, she felt happy because it can be travelling in any places. She said that her speaking English ability was still standard because when she spoke English she still had less self-confident and nervous. Her score in tourism class was A-.

The third participant, *Putih* was a female student in batch 2016 in the department and has studied in the department for two years. She took tourism class in semester 4. She had known what the vlog was like from YouTube but her first experience in Vlog was taking in the tourism class. When doing the Vlog assignment, she felt so excited and happy because it could take her to travel to some tourist attractions. She said that her speaking English ability was still ordinary because when she spoke English, she was still less in vocabulary, less self-confident and blank when speaking. Her score in tourism class was B+.

The last participant, *Hitam* was a male student in batch 2016 in the department and has studied in the department for two years. He took tourism class in semester 4. He had known what vlog was like from YouTube but his first experience in Vlog was taking in the tourism class. When doing the Vlog assessment, he felt so happy because it was new experience for him and curious how the process to make Vlog is. He argued that his speaking English ability was still

standard because when he spoke English he is still less in vocabulary, blank when speaking and less practice. He got score A- in tourism class.

In addition, this research used non-probability sample as a sampling technique because the researcher can choose the target population. According to Gabor (2007), non-probability sample usually the researcher can decide which of the investigated populations will be selected. In line with Cohen and Morisson (2011) non-probability sample the researcher can choose targeting a particular group. The type of non-probability sample that used of this research was purposive sampling. Cohen and Morisson (2011) stated that in purposive sampling, the researcher chooses the cases to be included in the sample on the basis of their judgment of their type or possession of the particular characteristics being sought. The researcher chose purposive sampling with the criteria the participants had experienced in Vloggin especially in Vlog task from the tourism subject that they took and the participants already passed the Vlog task and tourism subject because that was selected based on the characteristics of a population and the objective of the study and this sampling technique relevant to this study. Related to Bernard (2011), the purposive sampling technique is that the researcher decides what needs to be known and sets out the characteristics to find people who can and are willing to provide the information by virtue of knowledge or experience. Therefore, by employing purposive sampling, richer data can be obtained.

### **Data Collection Technique**

The researcher used interview as the data collection technique. The researcher used interview because it can collect the data deeper including their belief, point of views, and experience from the participants. According to Kvale (as cited in Riley 2010), “interview is an interchange of views between two or more people on a topic of mutual interest” (p.14). Interview

typically used as a research strategy to gather information about participants' experiences, views, and beliefs concerning a specific research question or phenomenon of interest (Lambert and Loiselle, 2007).

The type of interview on this research was standardized open-ended interviews. Cohen and Morrison (2011) argued that standardized open-ended the researcher has been determined the topic and research questions in the same order. In line with this statement, the researcher chose standardized open-ended interviews because that can be more easily for the researcher to analyze and compare. Besides, it can make the researcher get the data deeper and the researcher can determine their research questions specifically in sequence.

This research used open-ended items as a construction of schedules. According to Cohen and Morrison (2011), open-ended items are flexible and there are no limitations for the interviewee to reply the research questions from the interviewer, the interviewee can answer based on their experiences or their beliefs. The reason the researcher chosen open-ended items because it helps the researcher to get the data deeper and the participants will be comfortable because they will feel free to answer the questions based on their experience.

In addition, this research used indirect approach as the question format. Cohen and Morrison (2011) emphasized that indirect approach that the researcher can ask the questions to the participants based on their point of view or beliefs in general. For the response mode, the researcher chose unstructured response. According to Cohen and Morrison (2011), the participants are free to answer based on what they chose and based on their experience or their knowledge.

## **Research Instrument**

To collect the data, this research used interview guideline as a research instrument. The interview guideline contained main questions and the follow up questions which helped the researcher to ask the participants easily. The researcher was recorded audio through mobile phone from the participants during the interview and also the researcher took a note on some important points from the participants. Moreover, the researcher used interview tools such as mobile phone, audio recorder, pen and note.

## **Data Collection Procedure**

On this research, there were several steps in collecting the data. Firstly, the researcher asked the participants whether they minded or not to be interviewed by the researcher via WhatsApp. After they agreed to be interviewed, the researcher interviewed them based on the appointment. The researcher believed that four participants were enough since in-depth data has been gathered.

Secondly, the researcher interviewed the participants one by one based on interview guideline. The interview took place at the university building. Then, the researcher asked the questions based on the interview guideline using Bahasa Indonesia. The researcher used Bahasa Indonesia because it can ease the participants to understand the questions, answer the questions and help both the researcher and participant understand each other. The average time to interview of the first participant was 22 minutes in the university residence, the second participant was around 21 minutes in Boarding House, the third participant was around 15 minutes in Boarding House, and the fourth participant was around 17 minutes in the university residence to answer all the questions. In this interview sections, the researcher recorded it by phone and note to write the point from the participants.

Lastly, to get information more detail and to get more data from the participants, the researcher did follow up questions. The researcher did follow up question interview via voice notes of Whatsapp to three participants about information that still less for the researcher until all the questions already answer and clear. The follow up questions was around 10 minutes. All the answer from the participants can give detail information.

### **Data Analysis**

After collecting all the data from the interview, the researcher analyzed the data and transcribed the conversation into written forms in Microsoft Word. Cohen and Morrison (2011) asserted that data analysis can be defined as the process to carry on the order, structure, and interpretation to the mass of collected data. On the data analysis, the researcher analyzed the data to find out the data for the research.

After transcribing into the text, the researcher did member checking to all participants to ensure or to check validity. Member checking involves of taking data and interpretations or reviews back to the participants may be asked to edit, clarify, elaborate, and delete their own words from the narratives (Carlson, 2010). The purpose of the member checking was to make sure all answers of the participants and make sure the answer of the participants was same as what they said with what was written. To do member checking, the researcher did it through WhatsApp and the researcher send the results of the interview to all the participants and asked them to check the results whether those are already the same as they said or not. The results from all the participants were agreed with their statements sent by the researcher and no changes. The next step, the researcher began to give a code based on the questions that have been given. In this section, the researcher also did coding to each the data of participants, starting from open coding and then the researcher collected all the data from all participants into axial and selective coding.



In this step, the researcher did the coding. Coding technique was a step that a researcher did to get description of facts as a unity of qualitative data analysis and techniques of collecting and drawing conclusions of psychological analysis of the data obtained. According to Saldana (2009), coding is how to obtain words or phrases that define prominent psychological facts, capture the essence of facts, or mark psychological attributes that appear strongly from a number of languages or visual data sets. There are six steps in coding (Saldana, 2009), setting up raw data to verbatim, probing to deepen the facts, preparing probing for deepening of data, collection of similar facts, define categorization, and last building concepts and narrating. Firstly, it is setting up raw data to verbatim. In this step, the researcher needs to prepare a full transcript of the interview from the sound recording into a set of sentences as the original audio from the interview. Secondly, it is probing to deepen the facts. Probing to deepen the facts was changing sentences from verbatim was more organized and structured to make it easier to understand.

Thirdly, prepare probing for deepening of data. Deep data was needed for qualitative research because it will increase the credibility of the analysis and increasingly show the uniqueness of the research results. Probing was done to get cross-check data to the subject with the aim that the psychological facts are more accurate and profound.

Fourthly, it is the collection of similar facts. The purpose of the facts is to know the quality of psychological facts that have been obtained from verbatim interview or other data. Collecting similar facts help the researchers to categorize and ultimately find key themes as materials to narrate the data. Collection of similar facts also help researchers to find out whether the data obtained is deep, reflecting data triangulation, data is considered sufficient or not so that required deepening of data. In addition, the collection of similar facts can help researchers to measure the credibility and reliability of qualitative data. The researcher did the collection of

similar facts from the results of the interview such as grouping the participants' statement which are similar into grouping similar statement that can answer the research question 1 into same group and research question 2 into another group.

The fifth one was define categorization. Categorization can be interpreted as the conclusion of the analysis after the researchers looked at the collection of facts and relationships between facts. This factual interconnection will also be assisted by interpretation codes so that the making of words, phrases or categorical phrases will in fact reflect variants of similar facts. From the results, there were seven categories from research question 1 and three categories from research question 2.

The last one was building concepts and narrating. In this step, from a set of categorizations will be narrated as research findings or analysis of research results presented thematically and the researcher narrating from all data in the categorization.

To conclude this chapter, this research used qualitative as a research method and this research was conducted through a descriptive design. The research setting was conducted in English Language Education Department in one of Islamic private university in Yogyakarta and has begun in odd semester 2018. The participants of this research were four students in English Language Education Department in one of Islamic private university in Yogyakarta batch 2016 who already took tourism subject. This research used interview as data collection method. Lastly, for the data analysis used some steps such as collecting data, transcribing into the text, probing, and collection of similar facts, define categorization, and building concepts and narrating.