

## **Chapter Three**

### **Research Methodology**

This chapter discusses several points about the methodology of the researcher to conduct the research. The points are about the research design, research setting, research participant, data gathering/collection technique, data collection procedure, and the last is data analysis.

#### **Research Design**

The researcher used qualitative method as the research method of this study. According to Creswell (2012), qualitative inquiry employs different philosophical perceptions, strategies of inquiry, and methods of data collection, analysis, and interpretation. In addition, qualitative research refers to the meaning, concepts, definitions, characteristics, metaphors, symbols, and description of things (Berg, 2007). As Creswell (2012) said, one of the characteristic of qualitative research is collecting data based on words from a small number of individuals so that the participants' views are obtained. This method was appropriate for this study since this study will explore student's perceptions based on their experiences in watching English movie.

The researcher chose qualitative descriptive as the researcher design. According to Cohen, Manion, and Morrison (2011), qualitative descriptive method is a qualitative data analysis which is divided into organizing, accounting, and exploring the data. The researcher considered the qualitative descriptive to be able to describe the students' experiences in watching English movies and their CCU will be the result of this study.

## **Research Setting**

This study was conducted in one of the Islamic private universities in Yogyakarta. The English language department is still new because the department was born since 2010. This department succeeded to get A score for the accreditation which was conducted on the last February. There were several things that become the reason of the researcher to choose the department. The first reason was because the department is a language department. As the researcher mentioned in the previous chapter that learning language means learning the culture itself. The second reason was because the researcher think that CCU is really important to be learned by language students. The third reason was because the department does not teach CCU as one of the subjects. Because of that, the researcher was curious to investigate the students' knowledge in one of the Islamic private university in Yogyakarta about CCU while the students do not get it as one of the subjects.

For the timing of this study, the researcher was conducted the study on the academic study of 2018/2019. This study was conducted in four months from February until May 2019 because it was the right time to meet the participants since they had classes. The researcher had two weeks for gathering all the data. After all the data was completed, the researcher started to analyse the data to investigate the finding. To do this, the researcher needed the rest of the prediction time while writing the Finding and Discussion on the Chapter 4.

## **Research Participant**

In this study, the researcher chose three students of English Language Education batch 2016 as the participants. To find out the participants, the researcher had two criteria considering the purpose of this study. The first criterion, the researcher chose a student who is in the batch 2016 of English Language Education department. Second, this study needed the students who have joined Listening and Speaking for Daily Conversation, Material

Design, or Teaching English to Young Learners. Third, the students should be the one who loves to watch English movie. In determining the participants, the researcher chose one person as follow the criteria to be the key informant. The one who become key informant will help the researcher to find another three persons to be her participants. The key informant was recommend his/her friends to the researcher with the criteria that the researcher needs. In the end, there were three participants who helped the researcher to answer the questions in the interview. To keep the participants identity, the researcher used pseudonym to all the participants. Their name changed into Anna, Bobby, and Claire.

### **Research Instrument**

Instrument was one of the important thing in a research. Instrument was one of the significant steps in conducting this research. The successful research was decided by the instrument used, because data which was need to answer research question and examine the hypothesis gained through instrument itself. To collect the data from the respondents, the researcher used interview. Cohen, Manion and Morisson (2011) stated that “the interview is a flexible tool for data collection, enabling multisensory channels to be used: verbal and nonverbal, spoken and heard.” The researcher used interview because this instrument is appropriate to explore many information from the particimhpants.

This study specifically used standardized open-ended interviews. According to Gubrium and Holstein (2002), open-ended interview is an open situation, both the interviewer and the interviewee are free to plan, implement, and organize the interview. In addition, Frances, Michael, & Patricia (2009) said that “standardized open-ended interview employees the use of interview schedule which contain structure and explicit questions that do not allow room for veering of the topic in questions.” (p. 310) The other instrument that was support the interview were a pen, notebook, and voice recording. After did the interview, the

researcher got depth information from the participants that helped her to answer the research question. In addition, the researcher did 7-10 minutes of interview with every participant.

### **Data Collection Procedure**

In this part, the researcher explained on how the interview was done. The first step did by the researcher was contact the participants through LINE. After that, the researcher made an appointment with them. In the day of the appointment, the researcher met the participant at campus. Before did the interview, the researcher explained a little bit information about the research so the participants got the point to answer the question of the interview. The researcher used Bahasa in the interview to ease the participants to answer the question. It also helped the researcher to get the deep information from the participant. The interview was about twelve minutes.

### **Data Analysis**

After collecting the data, the next step was analysed the data. In this step, the researcher transcribed the interview records into text. It should be originally from the participants' saying. The researcher could not add or remove any word from the recording. It may change the meaning of the participants' saying. After transcribing the interview result, the researcher did member checking. Member checking was defined as a process of control the recorded interview to discover the accuracy, validity, and credibility of the data (Barbour, 2001). So, the researcher made another appointment with all the participants and ask them to check the transcript's result. The result of member checking was similar with the participants answer from the interview.

In analysing data, this study used coding in four stages; open coding, analytical coding, axial coding, and the last selective coding. In the open coding, the researcher found the category from the data and it was usually the earliest thing to do from coding undertaken

by the researcher (Cohen, Manion & Morisson, 2011). In this coding, the researcher found the categories from the transcript and define the theme every category. The categories were about Personalities, Daily Activities, National Events, and Benefits of watching English Movie. After doing the open coding, the next coding was analytical coding. In this step, the researcher grouped the category that she got from the open coding. There were 4 tables to define every category and the theme that researcher got from open coding with different table for every participant. Next is axial coding. In this step, the researcher added together the result from all the participants in one table. The last was selective coding. According to Cohen, Manion and Morisson (2011), selective coding is the process of identifying the core category in a text. The researcher selected the similar meaning of the category as the finding of the study. The finding from the core category were personalities, daily activities, and benefits. It called that selective coding was the most important thing to do as the researcher find the result of the study.