Chapter Three

Research Methodology

This chapter presents several points. It includes the research design that explains the approach of the research. Secondly, there is a research setting that explains about the place and time of the research. Then, there is also the research participants that explains about who and how many participants used in this research, as well as the data collection method that explains about the way the data were collected. Afterward, the data collection procedure explains the steps of data collection. Furthermore, the last section explain about the data analysis.

Research Design

The aim of this research was to investigate more about the advantages and challenges in using English videos from social media for learning English. Besides, the goal of this research also to sum up and gave some advices for the reader about the topic.

The researcher conducted this research by using qualitative method. Creswell (2012) explained that the qualitative method explore the problems of detailed understanding on a central phenomenon. That is why the researcher chooses the qualitative research design, because it provides detailed information that will be needed in exploring the students' opinion about the advantages and the challenges of using English videos from social media for learning English. Cresswell (2012) also argued that qualitative research would be appropriate to be employed when it would identify the students' opinion, believe, or perception. It means that qualitative research aims to reveal students' opinion. The researcher used descriptive qualitative research design to analyze the data because the researcher needs more information from the participants. Lambert (2012) argued that qualitative descriptive is used to analyze, describe, and summarize specific experiences of the participants. The researcher used

descriptive qualitative because the result is about the description of the participation' opinion in terms of their experience on certain phenomena. By using this method, the researcher wants to explain the advantages and challenges using English video from social media.

Research Setting

This part explains the place of the research. Afterward, the time of the research was also mentioned. Then the research elaborates on the researcher's reasons about why she selected the particular place

Setting of Place. The researcher conducted the research in the English Language Education Department at one Islamic university in Yogyakarta. There are several reasons why the researcher chooses to conduct the data in the particular setting. The first reason is that some students in English Language Education Department has used English video from social media for learning English. Another reason is the students in the English Language Department are easy to be contacted because accidentally one of the students in those department is a friend of the researcher's friend therefore it easier for the researcher to get the information.

Setting of Time. The data conducted on the seventh semester in the English Language Department at one Islamic University in Yogyakarta. The researcher take less than one week to collect the data and two months to analyze the data. The researcher needed one month to complete chapter four which discusses about the findings and discussion. After that, the researcher needed around two weeks to finish chapter five.

Research Participants

The participants of this research are students in the English Language Education Department at one Islamic university in Yogyakarta batch 2016. The participant were selected

by the researcher because of some reasons. First, the students of batch 2016 had already learned in the English Language Department longer than batch 2017 or batch 2018. So, they can give the detail information of using English video from social media to the researcher. Second, the students had experienced on the use of English videos from social media for their English learning so they can give their perception on using English video for learning english. For getting those participants, the researcher asked some students to recommend the students from every class on batch 2016. Thus, the researcher can achieve complete and in-depth information.

The researcher used purposive sampling as a sampling technique. Cohen, Manion, and Morrison (2011) stated that purposive sampling is one of the qialitative research features in which researchers choose their own cases to be included in the sample based on the characteristics sought by the researcher so that researcher can get satisfactory answers regarding the spesific needs of the researcher. Purposive sampling used by the researcher because she has the requirements necessary for the research. The use of purposive sampling facilitated the researcher in searching for specific data, because the data were based on the required characteristics and those had been established by the researcher. According to Creswell (2012) stated that in qualitative research, purposive sampling is a feature of sampling which is often used, in which the researcher can choose particular participants based on their decision.

There are three English students that participate in this research. The researcher has a specific requirement for the participants. The participant must be the students who used English videos from social media for their learning. All of the participants have experience in a class that used English video for their learning English. The researcher needs those criteria to get the finding more in-depth. Before conducting the interview the researcher asked several students from batch 2016 in the English Language Department who used English videos from social

media for their learning and the researcher make an appointment with the participants to organize the interview. Hence, the researcher also used pseudonym in this research to mention these three participants to keep the participants' privacy.

The first participant is Archie, he is students at English Language Education Department at one of Islamic university in Yogyakarta batch 2016 class A. He had experienced of using social media for access English video content.

The second participant is Betty, she is students at English Language Education Department at one of Islamic university in Yogyakarta batch 2016 class B. She had experienced of using English video, she usually watching English movies in her daily life.

The last participant is Cheryl, she is students at English Language Education Department at one of Islamic University in Yogyakarta batch 2016 class C. She had experienced of using English video for learning English. She usually access English video and movies for their learning English.

Data Collection Method

The researcher used the interview as technique to collect the data. The use of an interview is appropriate because this research has the aim to find out students perception. Creswell (2012) argued that interview is a supple instrument for data collection, it can build a multi-sensory line such as verbal and non-verbal, as well as spoken and heard. The researcher used standardized open-ended interview, topics and issues have been decided. The researcher also prepared interview guidelines for the interview process. Cohen, Manion, and Morrison (2011) stated that standardized open-ended interviews should refer to stimulus equivalence in that participants should understand the questions of the interview. When the researcher

interviewed the participants the sequence of questions or should be in accordance with the interview guideline.

In construction of schedules, this research used open-ended questions to collect the data. Cohen, et al., (2011) argued that "open-ended is those that supply a frame of references for the respondents to answer, but put a minimum of restraint on the answer and their expression" (as cited in Kerlenger, 1970). Open-ended is a flexible method of the interview. The questions from the researcher are clear to avoid the misunderstanding. Then conducting the interview, the participants answer the same questions.

The researcher used direct-indirect in question format for the questions. The researcher did a phrase the question in an indirect format, as the answer be more profound. Cohen, et al., (2011) state that the interviewer asking the participants whether she accessed English video: this would be a direct question. The interviewer asking the participants opinion on using English video in general the interviewer could adopt indirect questions (as cited in Tuckman,1972). The researcher used direct questions because the specific questions such as direct questions give less honest for participants to answer. Cohen, et al., (2011) said indirect questions is more likely to produce frank, and open response (as cited in Tuckman, 1972). The example of the questions is "do you often access English video for learning Englsih?". In other hand, the researcher used indirect questions because the format of these questions makes the honest opinion of the participants and facilitate them to understand the questions. The example of the questions from the interview is "could you tell me the challenges used English video for learning English?". The participants can provide the information with detailed information according to their experience.

Furthermore, this research used unstructured response so that the participants could give the answer freely from their choice. The researcher choose an unstructured response

because participants can choose their choice to answer without any limitation. Cohen, et al., (2011) suggested that unstructured response allow participants to give the answer from their mind (as cited Tuckman, 1972). Participants can give their opinion freely and the researcher attained detailed information from the interview.

Data Collection Procedure

The interview was data collection instrument of this research. The researcher created interview guideline to gather the data from the participants. The researcher contacted the participants via "WhatsApp" in order to communicate directly. The interview was conducted on seventh semester in English Language Education Department at one of Islamic university in Yogyakarta. The interview was conducted in the campus area, so that the participants could feel focused and comfortable.

The researcher used Bahasa Indonesia to avoid misunderstanding information and gap interaction between the researcher and the participants because Bahasa Indonesia is their native language. There are a note, pen, and recorder as tools in the interview process that make gathering the data more accurate.

Data Analysis

In qualitative research, analyzing the data was based on data analysis from the interviews. The first step to analyze the data was transcribing the data. The purpose of transcribing is to convert an interview record into paragraphs. It also allowed the researcher to find out whether or not the research question has been answered during the interview. Creswell (2012) argued that "transcription is the process of converting audiotape recordings or field notes into text data". The researcher disguises their names as participant 1 "Archie" (A1), participant 2 "Betty" (A2), participant 3 "Cheryl" (A3).

The researcher ensured the validity of the interview to member checking re-confirm participants if the research question missed during the interview. The researcher contacted the participants again to conduct member checking and confirm the answer. This was to ascertain whether or not the answer from the participant to answer all questions. The researcher was contacted the participant through WhatsApp, the researcher contacts back the participants to sending the transcript data to avoid any misunderstanding. All there participants confirmed which the data represent enough and there was no addition for answers and statements.

Next step was coding stage. Coding is a process to create a simple table that can organize and systematize the data completely through the interview. Cohen, et.al., (2011) argued that coding is a translation of answers to questions and respondents information for a particular category for analytical purposes (as cited Kerlinger, 1970). While doing the coding the researcher makes concludions submitted by the participants but the meaning is the same. According to Saldana (2009) coding consists six steps: verbatim, breaking down the data, probing, collecting similar facts, categorizing and narrating.

In verbatim, the researcher converted the original form of the data from audio into text. According to Saldana (2009), verbatim includes raw data, such as recordings, videos, pictures, and observational scribbles which are changes to the language or sentences. The researcher breakdown the text from long sentences phrases. The code should be differentiated between each participants. The researcher should reconstruct the subject into sentence in a well-organized manner, which can make it easier for the researcher to understand the meaning of the subject.

Next step was breaking down the data, the researcher should reconstruct the subject into sentences in a well-organized manner. The researcher reconstructs the narrative data into complex sentence. The aim of breaking down is to get the psychological facts of the data to

choose the facts separately. The researcher reconstructs the participants' answer into good sentences the data is unclear, probing will conducted. The researcher re-confirm the data to confirm the opinions of the participants. The researcher contacts the participants again to conduct member checking and confirm their answers.

Collecting similar facts used when the participants' answers are common. The answer with the same meaning can reflect similarities in facts based on answers from the participants. After that, the researcher determine the categorization. The researcher made categorizations on the facts from specific to more general based on the answer from the interview. The last step was to make a narration, which explains the result of the data analysis. The explanation will be formed in descriptive manner to give information based on the interview.