

Chapter Three

Methodology

This chapter discusses the methodology used by the researcher in this study. Besides, this chapter explores how to conduct and collect the research data. This chapter three consists seven parts of methodology namely research design, research setting, research participant, data collection method, data collection procedure, trustworthiness, and data analysis. Several theories are also included in this chapter to support the methodology in this study.

Research Design

The aim of the research was to find out the use of auto translate feature in social media. In this study, the researcher could find out the way or process and impact faced by the participant in using auto translate feature in social media. In addition to this study, the researcher adopted the case study as qualitative research design. Cresswell (2012) stated that qualitative research was used to explore the problem in order to find out the phenomena of the study and explore the participant' thoughts more. By using qualitative research, the researcher was able to achieve detailed information and attain answers from the participant.

The researcher used case study as the research design owing to the fact that the researcher conducted the research based on the phenomena. According to Yin (1994), a case study aims to investigate cotemporary phenomena within its real-life context. This statement mentioned was supported by Merriam (1998) who said that “the case study as study is an intensive and holistic description and analysis of a single instance, phenomenon, or social unit” (p. 21).

In this research, the researcher had a limited number of participants and needed an explanation about how the participant used the translate feature in social media in depth. Moreover, the researcher asked the participant based on her experience when she used the translate feature in social media to help her in learning English.

Research Setting

This study was conducted at ELED of an Islamic university in Yogyakarta. This department was built in 2008. In this department, the researcher found some of the courses used the technology base to facilitate the lecturers and students in teaching – learning process. Those technologies were like web 2.0 (www.wordpress.com and www.blogger.com), and some social media created for the teachers' ways of teaching – learning process were Edmodo and Schoology. Besides, the course mentioned had been taught in semester two and four. In semester two, the students learnt about the use of Edmodo or Schoology. Meanwhile, in semester four, they learnt about web 2.0 like storybird.

At English department, the English lecturers habituated themselves with the technology activities. The researcher had an observation and found that most of the students in this department were social media active users. The majority of the students used Instagram, Facebook, and Twitter which had auto translate feature for free. The researcher had also found that not all the students who were social media users knew the translate features in their social media. By doing so, it could help the researcher conduct this research to find the participant.

Research Participant

The participant of this study was a student of a private university in Yogyakarta batch 2017 who had been using the translate feature in social media to learn English. Besides, the participant had the experience in using translate feature in social media to translate post, comment, and messages. Starman (2013) stated that case study is used when the researcher analyze or describe a person individually or a problem, phenomenon, and others. In other words, case study could be used to investigate to only one participant and dig more deep information about the phenomenon apperaed. The statement mentioned was in line with Creswell (2012) bounded that the system in case study is a specific aspect because with case study, the researcher could dig thick description about the issue. Following this, Emilia (2009) supported that case study is used in conducting the research since it allows the researcher to do research in small amount of participant. Additionally, the researcher only needed one participant to gather the information. As a result, the researcher wanted to dig deep more information about auto translate feature in social media and felt interested with the phenomena. The characterstics to select the participant to this study. Firstly, the participant was an active social media user. Secondly, the participant had known that the social media had the feature use called auto translate feature and she had used it. Thirdly, the participant used the translate feature to read a post, caption, or messages. Following this, the participant shared her experience after the researcher gave her a news post in social media using auto translate feature in social media to read it. Lastly, the participant should be easily contacted and

willing to be interviewed and documented. The reason why the researcher choose the participant is because the participant fulfill the researcher requirement for participant. Also the researcher feel interested cause the participant use technology in her learning process in learning English Language.

Data Collection Technique

This research used interview and document as the data collection techniques. In order to attain the data, the researcher used several data collection techniques. According to Bungin (2013), data collection technique is used to collect research data through observation and sensing. Therefore, each technique to collect the data is explained in the following paragraphs in detail.

Interview. Interview is an activity where two people have conversation about an issue regarding the research data (Cohen, Manion and Morrison, 2011). As another reason the researcher took interview, researcher could press not only for complete answers but also for responses about complex and deep issues using interview. From the four types of interview, the researcher chose open-ended interview as the type of interview. The researcher applied open ended interview due to avoid misunderstanding. Besides, open-ended interview is flexible to be used. As stated by Cohen, Manion, and Morison (2011), open ended question has some advantages such as allowing the interviewer to probe, so the interviewer can take more depth data if she chooses and clears up some misunderstandings, and it is flexible. In this research, the researcher used Indonesia language to conduct the interview conversation. Following this, it made both the researcer and participant easy to question and answer during the interview because Indonesia language is

their first language. Besides, using Indonesia language, the participant became more flexible to answer the question. Therefore, the interview for 30 minutes.

Document. Sugiyono (2015) asserted that document is the record of past event, and it can be defined as note, image, or people's creation like statue. That way, documentation method is a technique of collecting data indirectly given to the research subject. The document of this study was in a form of a note or diary written by the participant to express her experiences in using translate feature on social media. This diary was taken once in a week for five months to improve the originality of the research.

Data Collection Procedure

There were some steps which the researcher conducted to collect the data of the research. Firstly, the researcher let the participant wrote a diary about the participant's impression after using auto translate feature and writing her feeling upon the impact of auto translate feature in social media. Then, the researcher created the interview guideline related to the topic of the research. Besides, the researcher contacted the participant to make a face-to-face appointment and created an agreement for the next step to collect the data. Besides, the researcher invited the participant to conduct the interview session in one of private university in Yogyakarta on October. The researcher used Indonesia language owing to the fact that the data took depth interview.. Furthermore, the researcher utilized a book as the participant's diary. The researcher also took a note and recorded the whole process of the interview from the beginning until finish. The diary was written

once in a week for two months. For the interview, it was conducted 30 minutes for the participant to obtain in depth data.

Trustworthiness of Data

In qualitative research, a common technique was usually used to increase the research data validity called Triangulation. Cohen, Manion, and Morrison (2011) defined that triangulation is the technique use of two or more methods upon the data collection of the study in some aspects of humans' behaviour. The aim of triangulation was used to check the credibility of the data. The researcher checked the data through three sources to make sure that the data were valid. As the first step, the researcher used the document collected from the participant's diary in order to see the participant's records when she used translate feature in social media. Besides, the researcher also did an interview to obtain the data from the participant. After collecting the interview data, the researcher checked trustworthiness of the data through document and interview. Therefore, the data interview were triangulated to the document (diary) of the participant.

Data Analysis

After conducting the data, the next step was analyzing the data from the document from the participant. To answer the questions of the research, the data analysis of the study was conducted over the course of the study. On going data analysis and interpretation were done based on the data from document, and interview. The analysis process is begun by making a transcription after the participant used the machine translation in social media. Then, the transcriptions

were read repeatedly to make sure the data is valid. During the reading process, the researcher employed coding activity by matching the data with the research questions. This coding process is aimed at fracturing the data and rearranging them into categories which facilitate the comparison of data within and between these categories (Maxwell, 1996:78). The researcher started writing a diary. This diary described about the participant's daily experience in using the translate feature in social media while reading a post. After conducting the data collection, the next step was analyzing the data from participant. There were some stages in data analysis namely transcribing the data, member checking, coding the data, and content analysis. Hence, each stage of the data analysis is explained in the following paragraphs.

Transcribing the data. The first step of data analysis was transcribing the result of the interview from every participant's words, phrases, and sentences. Creswell (2012) maintained that transcribing the result of interview is the procedure of translating recording or field notes into the form text data. Besides, transcribing is a process data analysis where the researchers represent the translation from oral form into written language form. The purpose of transcribing was to convert an interview record into paragraphs. It also allowed the researcher to find out whether the research question has been answered during interview or not. Creswell (2012) argued that transcription is the process of converting audiotape recordings or field notes into text data. The researcher disguised the participant name into Mawar. Allen and Wiles (2016) asserted that a pseudonym

is unreal name which is often used by researcher or writer to personally keep participant' privacy.

Member Checking. After transcribing the data, the second step of the data analysis was testing the validity using member checking used to ensure the interview results. The researcher contacted the participant again to conduct member checking and confirm the answer. Member checking was used to make sure whether the answer of the participant had answered all the research questions or not. Birt, Scott, Cavers, Campbell, and Walter (2016) said that testing validity or member checking is a particular technique to find out the credibility and trustworthiness of a result of the data from the participant whether it is accurate or not Besides, Morse and McEvoy (2014) explored that member checking defined as returning back the transcribed interview to the participant and asked the participant if the answers represented their thoughts. The researcher contacted the participant through social media such as WhatsApp. Re-confirmation was conducted transcribing had finished and the research question did not achieve an answer during the interview. Following this, the researcher reached back the participant's answer through social messenger by sending the transcript file to the participant to avoid any misunderstanding. Therefore, the researcher took member checking for twice, to make sure the participant answer the research question.

Coding. The last step of data analysis was coding. Coding is the process of creating and categorizing text to form details and broad themes in the data (Creswell, 2012). Besides, Cohen, et al., (2011) argued that coding is a translation of answers to questions and participant' information for a particular

category for analytical purposes (as cited Kerlinger, 1970). While doing the coding, the researcher made the conclusion submitted by the participant. Mahpur as cited in Saldana (2009) stated that coding is a way to achieve the facts derived from the data. According to Saldana (2009), coding consists of six steps, and those are verbatim, breaking down the data, probing, collecting similar facts, categorizing, and narrating. Thus, each coding step is explained in the following paragraphs briefly.

Compacting the facts. After preparing the raw data to verbatim, the researcher compacted the facts. Compacting of facts aimed to obtain the psychological facts from which data had been collected for disaggregation. Hence, compacting facts could be drawn from all data either from transcripts of interviews, field notes, videos, documentation, or other available data.

Probing. In this step, the researcher did the cross-check of the data to the subject with the aims which the data collected was more accurate. If the data were considered incomplete and raised the questions from the researcher, this provided an opportunity for the researchers to make small notes to explore. Besides, deep data were also needed for qualitative research because those could increase the credibility of the analysis and increasingly show the uniqueness of the research results. Accordingly, it could support to find out the phenomena in the cross-check of the data.

Matching similar facts. This step was used when the participant's answers were common. The research double checked and matched the answers between the document answer and interview answers. Then, the researcher determined the

categorization in order to gather similar facts in categorizing. Furthermore, the researcher made categorizations on the facts from general to more specific based on the answer from the interview.

Categorization. Categorization could be interpreted as the conclusion of the analysis after the researcher looked at the collection of facts and relationships between facts. The process of categorization would be fun owing to the fact that researcher had started seeing and understanding the dynamics of data which had been dug deeply. Besides, the researcher could begin to compile a narrative of research results. Therefore, from a collection of compacting similar facts and interpretative inferences, the researcher was able to create a categorization of the data.

Narration. Narration was the last process of data analysis where narration was a collection of all ideas and categorization from coding processes. This narration step required the experience and sensitivity of the researcher. Therefore, the researcher was able to present a descriptive narration because the research findings actually provided original theoretical information.

In short, the steps in analyzing the data are the researcher collects the data through interview and document. Then, the researcher selects, identify, and focuses on the data by referring to the research problem. After selecting the data, the researcher display those data into good sentence with matching between the interview and document. Moreover, to get the validity of the data, the interview is supported by document.