

CHAPTER III

METHODOLOGY

This chapter comprises the discussion about research methodology which is applied in this study. The discussion of methodology research comprises the research design, research setting, population and sampling, data collection method, and the last is data analysis. Those are the focus discussion of this chapter.

Design of the research

This research intended to find out the correlation between two variables. Those are watching English Channels of YouTube and the improvement of student's listening ability at private Islamic University. In conducting this research, the researcher used quantitative correlational research design that suitable on this research. First, it is quantitative as the data of that variables transferred and involved huge data in sort of much numbers (Creswell, 2003). The data of this research derived from large number populations which need to be quantified. Moreover, the researcher used correlation design as the aim of this research to find out the correlation of two variables. According to Creswell (2002), correlational design allows the researcher to describe the score and the association among the variables. The researcher use the correlational design in order to find the correlation between two variables.

Research Setting

This research will take place in private Islamic University. The researcher elected private Islamic University due to several reasons. The first reason, the researcher observed that almost all student were categorized as native digital. Moreover, every student is familiar with many social platform such as Facebook, Twitter and YouTube. Regarding to small observation conducted by the researcher through conversation with several selected population that they preferred YouTube to browse video they like to watch. The second, student of private Islamic University used YouTube as learning media which provides much material in learning English. The third, none have been examining students' listening ability at private Islamic University. Therefore, the data about listening ability of student have not exist. By the reasons, the researcher chose population at private Islamic University in attempt to find out the correlation of the research. The researcher choose 77 populations and distributing the questionnaire about watching English Channels and the improvement of students' listening ability. The data were based on students' willingness and accessible to fill the questionnaire. Therefore, the researcher claimed that private Islamic University in Yogyakarta was available and might represent the entire population of the research.

Research Population and Sample

Population. Population on research is the total subject that involved entirely on the research to generalize the result of the research. Sekaran (2003) said that population as “the entire group of people, event, or thing of interest that the researcher wishes to investigate,” (p. 266). The population in this study are all of students of private Islamic University in Yogyakarta.

Sample size. Meanwhile, the sample size is calculated using a power analysis (Cohen, 2011). In deciding the sample, the researcher applied a convenience sampling technique to select respondent. Convenience sampling is a method on electing the sample based on populations’ willingness for being observed (Cresswell, 2009). The researcher chose this convenience sampling method in order generate reliable data. As the reliable data is attained from population which have willingness to answer the question based on the feeling without any forces. However, the size of the sample follows Cohen, Manion, and Morrison’s (2011) confidence level. Confidence level is an index of how sure we can be that the responses lie within a given variation range (p. 103). Confidence level ranges from 90% to 99%.

Data Collection Technique

There are two data that need to be collected in this research to answer the research questions. First, to know the frequency of students watching English channels on YouTube, the researcher uses questionnaire. Second, to know the level of student listening ability, the researcher use student scores in listening class.

Questionnaire. The proses of collecting the data, the researcher distributed the questionnaire to respondent. The questionnaire is designed to identify the frequency of watching English channels. It will be in the following format.

Table 3.1. A checklist of Questions for watching intensity

Channels	Intensity per day				
	Never	Rarely	Sometimes	Often	Always
	0	1	2	3	4
Vlog channels					
Cooking channels					
Gaming channels					
Product review channels					
Prank Channels					
Tutorial Channels					
Beauty Channels					
Average daily					

By the questionnaire, the researcher could identify which channels are the most watched and the frequency of the students of private Islamic University watching this channel. The questionnaire will be distributed to all the participants

in this research. In total, the researcher will distribute 77 questionnaires in the last week of Jan, 2019. First, the researcher will contact a lecturer in the class and ask for permission to collect the data. Also, the researcher will contact the class representative to explain the intention of the research. After confirmations from the two people have been accepted, the researcher will make schedule and go to the class directly to distribute to the participants. The researcher will explain to the students the intention of the research and how to fill the questionnaire. After that, the students are given 5 minutes to fill out the questionnaire. Finally, the researcher will collect all the distributed questionnaire from the students.

Listening TOEFL score. The listening TOEFL score is the score of the students in TOEFL test that conducted by institution. The score will represent the listening ability of the students. This is because indeed in the course, the lecturer scores only listening of the students. To collect the data, the researcher will contact the relevant lecturer. After that, the researcher will make the schedule. After gaining the permit, the researcher will get the score.

Data validity and reliability

Joppe (2000) provides the following explanation of what validity is in quantitative research: validity determines whether the research truly measures that which it was intended to measure or how truthful the research results are. In other words, does the research instrument allow you to hit "the bull's eye" of your

research object? Researchers generally determine validity by asking a series of questions, and will often look for the answers in the research of others. (p. 1)

Validity of each items. The validity of the items in the instrument is assessed and assured using expert judgment. According to Yasmi (2018), expert judgment is one of the tools & techniques used in plan to assess inputs and processes aimed at developing a project charter in the sense that Expert Judgment is considered an organizational asset because it is able to provide input for planning and estimating important activities for the project. The expert judgement in this research is done by consulting the items with the supervisors. In addition a validity analysis using SPSS is also done to strengthen the validity using expert judgment.

Table 3.2 below shows the validity of each items using Varimax calculation with Kaizer Normalisation. Accordingly, all of the eight items of the questionnaire are all valid with score more than 0.9 out of 1.0.

Table 3.2. Items Validity

Items	Varimax with Kaizer Normalisation
Vlog Channel	.958
Cooking Channel	.978
Gaming Channel	.969
Product Review Channel	.980
Prank Channel	.983
Tutorial Channel	.985
Beauty Channel	.937
Other Channel	.985

Normality. The normality of the data according to some expert is seen when the skewness score in the frequency table of the items is between the range of -1.00 and 1.00 and not zero. In the table below, it is shown that the skewness of the data is all between the ranges and fulfill the criteria of validity.

Table 3.3. Items Normality

	Vlog Chann el	Cookin g Chann el	Gamin g Chann el	Produc t Revie w Chann el	Prank Chann el	Tutoria l Chann el	Beauty Chann el	Other Chann el
Valid	77	77	77	77	77	77	77	77
Missin g	0	0	0	0	0	0	0	0
Std. Deviation	.757	.861	.943	.927	.928	.836	1.077	.547
Variance	.573	.742	.889	.859	.861	.700	1.160	.299
Skewness	-.246	.202	.352	.238	-.191	-.174	-.238	-1.075
Std. Error of Skewness	.274	.274	.274	.274	.274	.274	.274	.274

Reliability. Joppe (2000) defines reliability as the extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable. (p. 1). In this research, the researcher use Cornbach's alpha reliability test to measure the reliability of the instrument. The result show that the reliability is moderate (0.602).

Table 3.4. Reliability Statistics

Cronbach's Alpha	N of Items
.602	8

Data Analysis

There are three research questions, so, there are three data analyses. The first is the analysis of student frequency in watching English channels. There are three frequencies that can be seen from the questionnaire: the most watched channels, the frequency of watching each channel, and the frequency of watching English channels in total.

The data from the questionnaire would be inputted into Microsoft Excel. Into the following format.

Table 3.5. Student's intensity of watching English Channel on YouTube

Respondent	Intensity					Score
	Channel A	Channel B	Channel C	...	Daily Average	
Respondent #1						Score1
Respondent #2						Score2
Respondent #3						Score3

Respondent	Intensity					Score
	Channel A	Channel B	Channel C	...	Daily Average	
Respondent #4						Score4
...						...
	<i>(=Average) Watching time channel A</i>	<i>(=Average) Watching time channel B</i>	<i>(=Average) Watching time channel C</i>		<i>(=Average) English channel</i>	

Then, in each channel column and the daily average column, the researcher will count the average of watching time in each channels. The average of the time can be seen from the formula (=Average). Therefore, which channel watched the most will be identified as well as its frequencies. In addition, daily average of watching English channels is also identified in the last row–second from right of table 3.2.

Second, analysis of student score can be looked in the right column. The scores are going to be classified into excellent, good, and fair listening skills. This is seen from the University’s guideline of grading as indicated in table below.

Table 3.6. Classification of students listening score

Listening Score	Code	Category
58-68	5	Very High
51-57	4	High
45-50	3	Moderate
33-44	2	Low
24-32	1	Very Low

Third, the correlation will be done using SPSS. The researcher will correlate only the daily average and students score. The researcher will use bivariate analysis and using Pearson correlation analysis and is two-tailed test significance. Sugiono (2011) divided the reliability indicator into five levels. The table of the indicator of reliability showed as the following:

Table 3.7. Coefficient of Correlation of Cronbach's Alpha

Cronbach's Alpha	Criteria
0.00 – 0.199	Very Low
0.20 – 0.399	Low
0.40 – 0.599	Moderate
0.60 – 0.799	High
0.80 – 1.00	Very High