

CHAPTER 3

RESEARCH PROCEDURES

3.1 Method of the Research

The design of the research is using Qualitative Case Study. According to Creswell (2012), a case study method is where the researcher explores in depth a program, an event, an activity, a process, or one or more individuals. It is chosen because case study aimed to gain more in-depth insight into phenomenon about a person or group of people. Furthermore, it is used to know Wattpad in helping for EFL students' reading comprehension and how the Wattpad can help EFL students for their reading comprehension.

3.2 Focus of the Research

This research focuses on exploring how the Wattpad can help EFL students with their reading comprehension.

3.3 Setting and Participant

This research was conducted in a university located in Tasikmalaya West Java, Indonesia. The university was chosen because the participants are the students in English Department. Three participants of this study were chosen by five considerations; (1) They were the most users who frequently used Wattpad since they were teenagers, (2) they often used Wattpad application for reading stories, (3) They chose Wattpad application for reading because they felt that the application was easy to use, (4) they were willing to participate in this research; (5) they were the users since they were in past schools.

3.4 Technique of Collecting the Data

The researcher used interview for collecting the data. The type of interview was semi-structured interview for leading the use of Wattpad to

help in reading comprehension to the students as the instrument to get the data. According to Bachiochi & Weiner (2004), Interviews were one-on-one sessions between an interviewer and an interviewee that are usually conducted for the same purpose. The interview also can be conducted in person by online media, the researcher chose Google Meet as a medium to interview the participants. The process of the interview was recorded by the researcher. The Interview questions were from Smith (1972) and adapted from Erya & Pustika (2021) because the instrument could be applied to this research. The researcher gave 8 questions to the students about how does Wattpad can help them in reading comprehension. In addition, the interview used Indonesian in order to avoid misunderstandings between the participants. The result of the interview was transcribed by the researcher to highlight the statement that focuses on the research question of the study.

3.5 Technique of Analysing the Data

The data collected from the interview has been analyzed by using thematic analysis by Braun and Clarke (2006). According to Braun and Clarke (2006), thematic analysis is a method for identifying, analyzing, and reporting thematic patterns of data. Braun and Clarke (2006) also added that this analysis can describe detailed data and can interpret various aspects of the research topic. This analysis consists of 6 stages as follows.

3.5.1 Familiarizing the data

In this step, the researcher tried to conceive the data by reading the interview transcripts that had been transcribed several times.

3.5.2 Generating initial codes

In the second step, the researcher identified and highlighted the important data by using the coloring method. This step made it easier

for the researcher to analyze the data to the next step. The following is an example of an interview transcription.

Table 3.1 Searching Initial Codes

Interview Transcription	Codes
P: cerita cerita yang bahasanya sangat mudah dipahami di aplikasi Wattpad	Understandable
P: Wattpad ini mudah digunakan karena ada fitur pencarian genre dan library untuk menyimpan cerita yang saya suka.	Easy to Use
P: saya membaca Wattpad hanya untuk bersantai gitu karena saya suka membaca cerita-cerita	Enjoyable
P: aku awal tau Wattpad tuh dari sosmed ya, lebih tepatnya tuh dari Facebook	Popular
P: aku ngerasa itu ngebantu itu karena cerita yang ada di Wattpad itu mudah dipahami	Comprehension

Table 3.2 List of Initial Codes

Initial Codes	Total	Sources
Understandable	15	Data From Interview
Easy to use	16	Data From Interview
Enjoyable	11	Data From Interview
Popular	5	Data From Interview
Comprehension	32	Data From Interview

3.5.3 Searching for themes

In the third step, the researcher unified the highlighted data from the previous step based on their similarities.

Table 3.3 Grouping the Highlighted Data

Class	Codes
Class 1	Easy to use

Class 2

Understandable, Enjoyable,
Comprehension

3.5.4 Reviewing themes

In this step, the researcher reviewed the result of the themes that have been highlighted before. It is aimed to improve the quality of the data to find out whether they formed a coherent pattern or not.

3.5.5 Defining and naming the themes

The researcher concluded that there two emergent themes which have represented the use of Wattpad to help in reading comprehension. Those themes are (1) Wattpad Facilitates users for Reading Easily, (2) Achievement of Reading Level

Table 3.4 Defining and Naming the Theme

Themes	Codes
Wattpad Facilitates users for Reading Easily	Easy to use
Achievement of Reading Comprehension Level	Understandable, Enjoyable, Comprehension

3.5.6 Producing the report

The researcher reported what is gained from this study.

3.6 Steps of the Research

The steps of the research are:

1. Finding the research problems and developing the detailed understanding of the phenomenon.
2. Collecting the relevant research to undertake the literature review.
3. Determining setting and participants.
4. Collecting the data by using semi-structured interview.

5. Analyzing the data by using the thematic analysis of Braun and Clarke (2006).
6. Reporting the data. The data were flexible, structured, and evaluative criteria

3.7 Time and Place of the Research

Table 3.5 Research Schedule

No	Activities	Jan – May 2021	June 2021	April 2022	August 2023	September 2023	November 2023
1.	Research Proposal Writing						
2.	Research Proposal Examination						
3.	Data Collection						
4.	Data Analysis						
5.	Report						
6.	Thesis Examination						