

CHAPTER 3

RESEARCH PROCEDURES

This chapter presents the methodology employed in this study in order to conduct the study. It describes seven part of research procedures such as method of the research, focus of the research, setting and participants, collecting data, analysing data, steps of the research, and research schedule.

3.1 Method of the Research

In this study, the researcher used a descriptive case study. Yin (2003), descriptive case study aims to present a detailed, contextualized picture of a particular phenomenon. Therefore, the descriptive study chosen for this study in order to describe students' perceptions of using Instagram Reels in their English learning.

3.2 Focus of The Research

This research focused on exploring students' perceptions on the use of Instagram Reels in English learning. The data was taken from the result of the interviews with the students at one of the universities in Indonesia who have experience in learning English through Instagram Reels.

3.3 Setting and Participants

This research was held in November 2023 in one of the universities at Tasikmalaya, Indonesia. This higher education has Department of English Education as one of their majors. This major has the students who commonly use social media as a medium in English learning. One of them is Instagram, precisely Instagram Reels. Thus, the researcher chooses this higher education as the setting.

The participants were three students in the same level who have an Instagram account and follow at least three content creators who focused on providing English learning as their content. These students actively used Instagram Reels as a medium for learning English by watching the English learning content and saved the videos since the videos attract them to learn

English. Thus, the selection of these participants based on some characteristics; namely, they had experience watching English learning content on Instagram Reels, had relatively the same reasons on using Instagram Reels as English learning medium, and they were agreed to participate in this research.

Dealing with ethical issues, participants were given a consent form as a formal commitment to participate in the research. As a result, they were also given explanations about what, why, and how the study will be carried out. The identities of the participants were changed to P1, P2, and P3. Furthermore, the time of the interview were arranged in advance with the participants.

3.4 Technique of Collecting the Data

In this research, the data were collected using a semi-structured interview. According to Jamshed (2014) semi-structured interview allows the researcher to gain an in-depth understanding of the information from the participants by asking multiple-ended questions. Therefore, the researcher encourages the participants to give their perceptions which allows for getting deeper and detailed information. However, semi-structured interview is applied to get the information about how Instagram Reels is used as English learning medium based on their perceptions.

To conduct a semi-structured interview, the researcher followed Adam's (2015) steps of interview to keep the process of interview on track. After selecting the respondent and arranging the interview, the researcher prepared an outline of the questions and the interview guide adapted from Pohl (2020) theory of cognitive engagement to avoid the interview questions too broad. There are six sub-indicators that used as interview triggering of the research concept such as, valuing of learning: they want to engage in learning tasks and show their interest and enthusiasm in their learning; demonstrating self-efficacy: they believe they have skills and have control over their learning; setting personal mastery goals and attributing success to effort: they set personal mastery goals to improve their

competence; investing time, attention, and effort in learning: using specific study skills or learning strategies: their specific strategies to help the learning process; self-evaluating and reflecting: the evaluation and reflection on their learning. Furthermore, the questions were flexible and open-ended to obtain more information of students' perception of their English learning by watching Instagram Reels content.

The interview was conducted in the participants' first language. Thus, the interview was recorded to eliminate mistakes in transcribing the responses of the participants. After that, the recording would be transcribed, translated into English, and ready to analysed.

3.5 Technique of Analysing the Data

After the interviews transcribed, the data was analysed by using Braun and Clarke's thematic analysis. The thematic analysis is a tool for identifying, analysing, and reporting pattern (themes) within data (Braun & Clarke, 2006). The step of analysing the data will be explained as follows:

1. Familiarizing the data; to familiarize the data, Braun and Clarke (2006) suggested that the researcher need to taking notes or marking ideas for coding the data. Thus, transcribing the audio recording of the interview can make the researcher easier to mark the ideas according to the research questions.
2. Generating initial code; after familiarize the data, the researcher needs to generate the code of the data to make it easier in analysing the data. The code was colored to highlight how the students learn English through Instagram Reels.

Table 3. 1 Generating Initial Codes

<p>P2: mmm oke, pertama kali aku tau tentang konten belajar Bahasa Inggris itu awalnya lagi scroll Reels aja terus ada lewat tentang ee... basic English and advanced English itu teh.</p>	<p>Source of language learning content</p>
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<p>P1: yang bikin tertarik itu banyak konten creator yang punya konten yang unik gitu, kadang kalau belajar lewat buku atau kita autodidak kadang ada yg ngga ngerti gitu kayak contohnya dulu preposition in, on at.</p>	<p>Interesting content</p>
<p>P1: Tapi setelah ada Instagram Reels, terus ada konten creator yang memperagakan dan itu bagus, akhirnya sama aku keterimanya paham gitu</p>	<p>Understandable</p>
<p>P3: The difficulty is usually on the internet because we learn through social media which requires the internet, but mostly in the content. Sometimes I want to find out more about a material, but sometimes the content creator only makes one content about the material I'm looking for.</p>	<p>Challenges</p>
<p>P3: ee... menurut saya efektif, karena kan kontennya menarik ya, durasinya juga nggak begitu Panjang jadi nggak membosankan. Terus mudah diakses juga kan karena dari sosial media yang biasa digunakan di sehari-hari.</p>	<p>Easy to access</p>

7 initial codes represented different aspect showed by participants' interview transcriptions. Here is the list of initial codes and their frequency.

Table 3. 2 List of Initial Codes and Their Frequency

No	Initial Codes	Frequency
1	Interesting Content	16
2	Understandable	9
3	Easy to Access	7
4	Short Duration	5
5	Source of Language Learning	11
6	Language Aspect	7
7	Challenges	3

3. Searching for themes; as Braun & Clarke (2006), this phase begins when all the data have been initially coded and collated. It means that the researcher grouping the data based on the information needs in the research questions.

Table 3. 3 Searching for Themes

No	Initial Codes	Potential Themes
1	Source of Language learning content Language Aspect	Improving language aspects
2	Understandable Short duration Easy to access	Simple and easy to understand
3	Interesting Content	Interesting Content
4	Challenges and solutions	Challenges and solutions

4. Reviewing themes; the researcher needs to read all the data for each theme and consider whether they appear to form a coherent pattern.
5. Defining and naming themes; to analyse the data and determining what aspects of the data, the researcher need to defining and naming the themes to make it easier in analysing process. Thus, the researcher came to the conclusion that there are four themes:

1. Improving Language Aspects
2. Perceived Ease of Use
3. Interesting Content
4. Challenges and Solutions
6. Producing the report; the researcher reports all of the data that has been gain from the first phase.

3.6 Steps of the Research

This research was carried out through several steps starting from the preparation of a research proposal until the research report. The steps are explained as follows:

1. The first phase involved writing a tentative research plan and research proposal to establish how the research was carried out.
2. The participants were selected from students who used and learning English through Instagram Reels.
3. After the participants were selected, the researcher ensured their participation by having them fill out the participant consent.
4. The interview was conducted on Zoom Meetings in accordance with the participants' readiness.
5. After the data have been collected, the data were analysed by using Braun & Clarke's (2006) thematic analysis.
6. As soon as the data has been analysed, the result reported in the undergraduate thesis.

3.7 Time and Place of the Research

This research was conducted from August to December 2023. It was started from the research proposal writing to the thesis examination. This research carried out at Department of English Education at one of universities in Tasikmalaya, West Java.

Table 3. 4 Research Schedule

No	Description	Aug 2023	Sept 2023	Oct 2023	Nov 2023	Dec 2023
1	Research writing proposal					
2	Research examination proposal					
3	Data Collection					
4	Data Analysis					
5	Report					
6	Thesis Examination					