

CHAPTER 3

RESEARCH PROCEDURES

3.1. Research Design

This study is qualitative research, namely research that has direct discovery procedures that produce descriptive data in the form of written or spoken data of people and observable behavior, also does not use statistical or quantification procedures (Salim & Syahrur, 2012). It can help to understand and investigate an experience by the participant of research, whether experience, motivation, perspective, behavior, etc., (Hardani et al., 2020). Because this study wants to explore people's perception of a phenomenon, the researcher uses the descriptive case study. Bryman (2003) stated that case studies cover an in-depth description of a certain phenomenon. Therefore, this method was used to explore in-depth analysis of the EFL students' perception using Wattpad as a medium for reading motivation in extensive reading activities.

3.2. Research Setting and Participants

This research was conducted in the environment of one of the universities in Tasikmalaya, specifically in the English Education Department. Coincidentally, there are several students who like to read for pleasure outside of the Extensive Reading course using Wattpad. Therefore, the researcher chose three female students majoring in English Education as participants, class of 2020 at one of the universities in Tasikmalaya. The participants were selected because the participants are long-time Wattpad readers and EFL students. They read on Wattpad as extensive reading activities outside of the Extensive Reading course because they aim to enjoy reading more and enrich vocabulary. Also, another reason why they were selected as participants is they are always enthusiastic about discussing what they read on Wattpad with the researcher. Additionally, they also said that using the Wattpad application was easy to access and there were many types of reading material that they liked.

3.3. Data Collection

To collect the data, the researcher uses semi-structured interviews. The questions asked through semi-structured interviews. Semi-structured interviews consist of a sequence of open-ended questions based on the research topic that allow questions to be expanded from the original list of questions while still referencing the topic to gather more in-depth information (Heigham & Croker, 2009). It builds engagement between the participant and the researcher, so that the researcher can more easily and deeply analyze data from the perception of the participants of using Wattpad for reading motivation in extensive reading activities. Thus, the researcher provides several questions for a semi-structured interview and the interview took around 25-30 minutes for each participant, and a Zoom meeting was used to record the interviews. To avoid confusion among respondents, the interview used Bahasa Indonesia. The interview is associated with students' perceptions theory designed by Schunk & Meece (1992) and focus on three indicators such as knowledge, beliefs, and feelings. Also, it used sub-indicators about reading motivation by Uno (2008) such as: 1) the motivation to succeed in reading; 2) environmental influences in reading activity; 3) activities that are interesting in reading; and 4) expectations after reading.

3.4. Data Analysis

This study used thematic analysis to analyze data from data collections that have been carried out using semi-structured interviews as data collection to explore EFL students' perceptions using Wattpad for reading motivation in extensive reading activities. The most common pattern in participant responses in a thematic analysis by Braun & Clarke (2006) proposes six phases are as follows:

1. Familiarizing yourself with the data. The researcher familiarized the data at this phase by doing interviews with the individual. The interview transcript was then examined again to check the accuracy of the data.

2. Generating initial codes. The researcher coloured the initial codes for the data that related to the research objectives to make it easier to examine the data in the next steps.

Table 3.1 Generating Initial Codes

<i>Untuk menggunakan Wattpad itu sudah lumayan lama ya ... Dari SMP kalau tidak salah dari kelas 9 gitu. Jadi, tahu Wattpad itu dari komunitas membaca di Facebook. Jadi, dari sosial media sih dulu saya baca cerita-cerita pendek di Facebook. Terus dikasih tahu ada Wattpad.</i>	Familiarity of Wattpad
<i>Aku kalau baca cerita itu personally sukanya yang kayak fantasy sama romance.</i>	Interesting reading material
<i>Lalu, ada fitur komentar juga menurut saya itu sangat memberikan pengalaman yang baik karena bisa baca komen-komen dari pembaca lain di cerita tersebut.</i>	Interactive

16 initial codes represented different aspects shown 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	Total
1	Familiarity of Wattpad	5
2	Social environment and technology influence to read Wattpad	8
3	Interesting reading material	16
4	Accessible	8
5	Passion in reading	5
6	Interactive	7
7	Reading for writing	4
8	Interesting features	8
9	Rewards after reading	14

10	Good for reading comprehension	4
11	Comprehensible	4
12	Premium Content	2
13	Distracted by advertising content	2
14	Lack of usage policy	2
15	No editing process	1
16	Enjoyable	5

3. Searching for the themes. The researcher reviewed all of the data for each theme to confirm that it had been accurately classified and to see if any themes or codes needed to be changed. It will avoid placing errors that could lead to misleading data.

Table 3.3 Searching for the Themes

No	Initial Codes	Potential Themes
1	Accessible	Accessible
2	Familiarity of Wattpad	
3	Social environment and technology influence to read Wattpad	
4	Interesting reading material	Interesting reading materials
5	Interesting features	Interactive
6	Interactive	
7	Enjoyable	
8	Passion in reading	Helping reading goals
9	Rewards after reading	
10	Reading for writing	
11	Good for reading comprehension	
12	Comprehensible	
13	Premium Content	The weaknesses of Wattpad
14	Distracted by advertising content	

4. Reviewing themes. The researcher double-checked the data for each theme to ensure that it was accurately sorted and to identify whether any themes or codes needed to be changed to avoid placement errors that could lead to incorrect data.

Table 3.4 *Reviewing Themes*

Potential Themes	Themes
Accessible	Positive perceptions of using Wattpad for reading motivation
Interesting reading materials	
Interactive	
Helping reading goals	Negative perceptions of using Wattpad for reading motivation
The weaknesses of Wattpad	

5. Defining and naming themes. The researcher has to define the themes highlighted that will be further examined.

Table 3.5 *Defining and Naming Themes*

Themes	Sub-Themes	Definition
Positive perceptions of using Wattpad for reading motivation	Accessible	The students' perceptions that using Wattpad is easy to access and easy to know so it can motivate students to read.
	Interesting reading materials	The students' perceptions that Wattpad has a lot of interesting reading materials based on what students like and are interested in so that

		students like reading, then are motivated to read.
	Interactive	The students' perception that Wattpad is labeled an interactive application because it has interesting features that motivate students to read.
	Helping reading goals	The students' perception that using Wattpad helps students' reading goals, where individuals who are motivated to read definitely have the goals they want to reach.
Negative perceptions of using Wattpad for reading motivation	The weaknesses of Wattpad	The students' perceptions that Wattpad has drawbacks.

7. Producing the report. The researcher must identify the themes that will be necessary for the final analysis of the report and develop an argument that relates to the research questions.

3.5. Research Schedule

Table 3.6 Research Schedule

Description	Sept/ 2023	Oct/ 2023	Nov/ 2023	Dec/ 2023	Jan/ 2024	Feb/ 2024	Mar/ 2024	Apr/ 2024	May/ 2024	June/ 2024	July/ 2024
Research Proposal writing											
Research Proposal examination											
Data Collection											
Data Analysis											
Report											
Thesis Result Seminar											
Thesis Examinatio n											