

## **CHAPTER 3**

### **RESEARCH PROCEDURES**

#### **3.1 Methods of the Research**

In this research, the research used a case study method. Case study method enables a researcher to closely examine the data within a specific context. A case study is a methodological research approach used to generate an in-depth understanding of a contemporary issue or phenomenon in a bounded system (Coombs, H. 2022). In most cases, a case study method selects a small geographical area or a very limited number of individuals as the subjects of study. Case studies, in their true essence, explore and investigate contemporary real-life phenomenon through detailed contextual analysis of a limited number of events or conditions, and their relationships. This research used descriptive case study, descriptive case study is supposed to describe the phenomenon which occurs in the relevant data, and the purpose of the case study is to describe the data as it occurs (Zainal, 2007).

#### **3.2 Focus of the Research**

This research is focusing on observing children vocabulary acquisition in using Cocomelon Videos on Youtube Platform by interviewing the P2 which has accompanied children when watching Cocomelon videos indirectly. This research has proved there is any advancement in the process of using Cocomelon Videos for child's English vocabulary acquisition.

#### **3.3 Setting and Participants**

This study involved 2 participants, a child and her mother. These Participants are from Tasikmalaya, The first participant is a 5 years old girl who has watched Cocomelon videos from the age of 3 until now. This child routinely watches Cocomelon videos once a day, usually in the afternoon for approximately 1 hour. The cocomelon itself has many episodes with; 2-30 minutes duration for each. The second participant is the mother, she is 44 years old and worked as a Banker, P2 has quite a big role in the development of the child's English, especially in assisting the child while watching Cocomelon. Sometimes when her child watched cocomelon videos, P2 accompanies the child and guides the child to repeat the conversation from the video, then the child are able to acquired English

spontaneously, The reason why the researcher involve her P2 is because the researcher would interview the P2 to gain the valid information about the issue.

### **3.4 Data Collection**

In this study, the data was collected through observation and interviews, Mulhall (2022) stated that observation is used in research in two ways – structured and unstructured. This research used structured observation, structured observation is a data collection method where the researcher collects data without direct involvement with participant and the collection technique is structured in a well-defined and procedural way. Jack Glazier (1985) stated that Structured Observation is a qualitative research methodology that has been used by the social sciences for several years. It is a methodology in which an event or series of events is observed in its natural setting and recorded by an independent researcher. Video recorded used as the main data, the observations were made once when the child watched the Cocomelon video and recited the English vocabulary they had acquired in 10 minutes of duration. The secondary data was collected by semi-structured interview, semi-structured interview is a method of research commonly used in social sciences (Ruslin, et.al. 2022). Semi-structured interviews are suitable to investigate the independent thoughts of individuals in a group by employing blended closed and open-ended questions, loaded by ‘how’ and ‘why’ questions (Adams, 2015). Thus, this Interview presented how participants, especially P2 perceive the phenomena.

### **3.5 Data Analysis**

The result of the interview was analyzed by using thematic analysis, as it is a process for methodically locating, organizing, and providing insight into patterns of meaning (themes) throughout a dataset (Braun & Clarke, 2012). This data analysis was used because it offers flexibility in interpreting the data and arranging them into themes that allow the researcher to gain the data set easily. They also provide a very helpful framework for undertaking thematic analysis. There is a six steps, as follows:

According to Braun and Clarke (2006) there are 6 steps in conducting thematic analysis framework as follows:

1. Familiarizing with the data

The first step to analyzing the data is reading and repeating the reading of the concept of collecting the data by thematic analysis. After that, taking notes for transcribing the interview results and transcribing the video-recorded result.

2. Generating initial codes

Next step, the researcher needs to identify the relevant data. This phase also needs to give a specific question, determine the data to be taken from the participants and highlight the code that has been taken from the participants.

**Table 3.1** Example of Generating Initial Codes

Data	Initial Codes
<p>Cocomelon is very educational for children, Cocomelon shows good colors, the music is good, English is easy to understand for children, so my daughter which is P1 can easily absorbs English words, and then the children prefer cocomelon than others.</p> <p><i>Cocomelon sangat mengedukasi buat anak kecil, dia nampilin warna yang bagus, musiknya lebih enak, bahasa Inggris nya gampang buat dipahamin sama anak, jadi anak ibu si Kinar itu apa ya, gampang gitu buat menyerap kata bahasa inggris dasar terus anak-anak itu lebih suka sama Cocomelon ini.</i></p>	<p>Easy to Imitate</p>

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Indeed, she absorbs it from the Cocomelon Videos, so it's appropriate with children capability, for example there are letters or numbers on TV, she can immediately produces the appropriate English words in the video when talking with rehan or me.

Following the words

*Ya memang dia menyerap dari Video-video Cocomelon itu, jadi sesuailah, misal di TV ada huruf-huruf atau angka-angka dia langsung ketika dia berbicara sehari-hari sama ibu atau rehan, dia langsung mengeluarkan kata-kata yang sesuai dengan video yang udah Kinar tonton.*

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Because Kinar is the term for what she heard, she said that, just follow the video, so if she said black it's black, if she said white then it's white, so Kinar really absorbs it.

Repeat the words

*Karena Kinar tuh istilahnya apa yang dia dengar dia ucapkan, ngikutin videonya aja, jadi Kinar emang kalo kata dia black ya memang hitam gitu, kalo kata dia white ya memang putih, jadi Kinar betul si penyerapannya itu.*

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K & M: One little duckies, two little duckies, three little duckies, Ten little duckies Wiiiiii (Kinar is dancing while the video was showed).

M: *Kinar itu bebeknya warna apa?*

K: Yellow *Bu!*

Body Movements with  
the rhyme

There are 4 codes that has been identified shown by participant interview transcription. Those initial codes are potrayed with their frequency each at the table below.

**Table 3.2** Generating Initial Codes

No.	Code	Frequency
1	Easy to Imitate	10
2	Repeat the words	2
3	Following the words	1
4	Body movement with the rhyme	4

### 3. Searching for themes

In this phase, the researcher starts to find out the themes involving sorting the different codes into potential themes, and collating all the relevant coded data extracts within the identified themes. This step, the researcher has to process for grouping by collecting the data transcript and exploring significant research questions.

**Table 3.3** Searching for themes

No.	Initial Codes	Potential themes
1	Easy to imitate	The
2	Repeat the words	Understanding
3	Following the words	of child with Cocomelon

		Youtube Videos
4	Movement Body with the rhyme	Child Interest with Cocomelon Youtube Videos

#### 4. Reviewing themes

This phase involves the researcher looking at the data that have been collected, data that have been coded by each theme and convincing the data that it is coherent or not coherent.

**Table 3.4** Reviewing Themes

<b>No.</b>	<b>Potential Themes</b>	<b>Themes</b>
1	The Understanding of children with Cocomelon Youtube Videos	Child Understanding to imitate English Vocabulary from Cocomelon Youtube Videos
2	Child Interest with Cocomelon Youtube Videos	Child' Interest in doing body Movements in Cocomelon Youtube Videos

#### 5. Defining and naming the themes

In this step, the researcher defines and further refine the themes that present for the analysis, and analyze the data within them. By "define and refine" it means identifying the "essence" of what each theme is about, and determining what aspect of the data each theme captures. The researcher generated the name for each

themes as followed; 1) Child' Understanding to imitate English Vocabulary from Cocomelon Youtube Videos, 2) Child' Interest in doing body Movements in Cocomelon Youtube Videos.

#### 6. Producing the report

The last step, the researcher will report the research.

### **3.6 Steps of the Research**

In this research, the researcher conducting 6 steps;

1. First step of the research is finding out 1 child who have been watching cocomelon youtube videos before.
2. Second, the researcher should review the literature of this research by reading journals or books which relates to the research that the researcher made.
3. Third, the researcher will investigate how child acquire English vocabulary on the use of Cocomelon Youtube Videos.
4. Fourth, this research will use Video recorded and semi-structured interviews to give the participant freedom or flexibility to explain their thoughts and.
5. Fifth, the researcher will use Thematic Analysis that was proposed by Braun & Clarke (2012).
6. Sixth, the researcher will write the report and interpret the result from the data that have been analyzed before.

### 3.7 Time and Place of the Research

This research would be conducted at Tasikmalaya from August 2023-April 2024.

**Table 3.5 Time and Place of the Research**

No	Description	Aug 2023	Oct 2023	Dec 2023	May 2024	Jul 2024
1	Research proposal writing					
2	Research proposal examination					
3	Data collection					
4	Data analysis					
5	Report					
6	Thesis Examination					