

CHAPTER 3

RESEARCH PROCEDURES

3.1 Method of the Research

The method of research used in this study was an exploratory case study. Yin (2003) on Duff (2008) identified case study into three variations, those are exploratory case study, descriptive case study, and explanatory case study. The goal of an exploratory case study is to discover more by observing a social phenomenon. Duff (2008) then explained that by doing an exploratory, new areas will be exposed and will be beneficial for future research. Since the context of this research is not much studied, an exploratory case study design was chosen for this study as this study explored and described detailed information about the use of English in international communication in the field of K-Pop group order.

3.2 Focus of the Research

The focus of the study was seeking the solutions for the challenges faced by the GO managers in using English in international communication between Group Order Managers and international sellers as well as the solutions they did based on the components of speech by Hymes (1972) as the first theory, involves message content, scene, hearer/receiver/audience, purposes, norms of interaction, and norms of interpretation to explore the participants' background language as well as the language used in the communication, and the concept of internet texting communication by Lee (2015) as the second theory, consisting of synchronicity, socially networked, and texting media technology dependence to explore the culture and the way how technology affects communication.

3.3 Setting and Participants

The process of group order depends on the role of English as an International language to integrate the communication between the GO managers and the international seller. The language used in every

communication is divided into two; their native language and English. Korean, Japanese, and Chinese sellers are commonly required to communicate in their native language while sellers from the United States, Philippines, Malaysia, Singapore, and Thailand can communicate using English.

The participants of this study were 2 people who were GO managers (an owner and an admin). The first participant called as “Ona”, a 19 years old female who is Indonesian with a half year of experience as a GO admin, and the second participant called as “Jib”, a 23 years old female who is also an Indonesian with more than a year of experience as a GO owner. The participants were chosen to gain broader data and perspectives about the topic since the participants were the people who directly engaged in the context where the researcher explored, the challenges in using English as a tool for international communication in the field of K-Pop group order.

3.4 Technique of Collecting the Data

The semi-structured interview was used to collect the data from the participants and to gather detailed information about the struggles and solutions faced by the GO managers in communicating with international sellers. This study used the technique to build a comfortable environment where subjective responses from the participants related to the phenomenon they had experienced as the group order managers could be collected (McIntosh & Morse, 2015). There were fifteen questions about the language they used, the cultural background, and the influence of the used technology.

The data collection was conducted online and connected to social media platforms. The time and place of the interview conducted based on the agreement between the researcher and the participants after the participants agree to be interviewed. The interviews were conducted 5 times via the voice notes feature on LINE Messenger and WhatsApp. The voice notes feature was chosen to gather the data by the participants because the researcher and the participants could not find the right time to do a synchronous meeting due to their busy schedule.

3.5 Technique of Analyzing the Data

The researcher used the data analysis technique by Miles and Huberman, based on Miles et al. (2014) to analyze the collected data from the semi-structured interview. This data analysis technique provides convenience and time efficiency in analyzing the data from the interview process. This study used the framework based on the components of speech by Hymes (1972) and the three aspects of internet texting communication by Lee (2015).

The Miles and Huberman technique of analyzing data consists of three activities, as explained below:

3.5.1 Data Condensation

The activity in the data condensation part included selecting, simplifying, transforming, and focusing the interview transcription into smaller data.

Table 3.1 Data Condensation

Original Data	Condensed Data
I rarely speak English with my family and my colleagues because I live in an environment filled with people who have Javanese lineage so we usually communicate using Bahasa Indonesia and mix it with the Javanese language. But I quite often use English to communicate with my friends because I have some friends from overseas so I talk with them using English either face-to-face or by chat. I think I can tell that I use English every day with my friends or with international sellers.	I rarely speak English with my family and my colleagues because I live in an environment filled with people who have Javanese lineage, but I quite often use English to communicate with my friends because I have some friends from overseas.

3.5.1.1 First Cycle Coding

This section turned the selected data from the previous part into data chunks. Here, the researcher used process coding and in vivo coding to form the initial codes. In vivo coding was used by using short phrases from the participants' language in the data as codes to show the existence of some cultural aspects, while process coding was used by using gerunds to help the researcher observe the conceptual action in the data (Miles et al., 2014).

Table 3.2 Initialing Codes

Data	Initial Codes
<p>For example, in the seller's post, there are four (4) photo cards, and I just want to buy one (1) photocard, then, ¹I will mark that photocard with an emoji, or with a stroke that will lead into an intention which is I want to buy that item I marked. ²And of course, I use the language that has been adjusted into the language they usually use, but mostly using English.</p>	<p>¹Marking the item I want ²Using mostly English to communicate with the international seller</p>
<p>If ³the seller can't fulfill the proof request at any cost, I think it's better to ⁴cancel the transaction because there are too many risks if the case was with an international seller, based on my experience, the risks of buying</p>	<p>³The seller can't fulfill the proof request ⁴Cancel the transaction</p>

some merchandise from overseas
are too big to compare with the
local seller

After the initial codes were determined, the codes later being organized into groups, based on the conceptual framework which are components of speech (Hymes, 1972) and internet texting communication (Lee, 2015) containing message content, scene, hearer/receiver/audience, purposes, norms of interaction, norms of interpretation, synchronicity, socially networked, and texting media technology dependence.

Table 3.3 Developing Codes

Message Content	
Q1	<p>Saying I'm interested in the item</p> <p>Asking about the availability of the item</p> <p>Starting the conversation with greetings</p>
Q2	<p>Using mostly English to communicate with the international seller</p> <p>Using applications to translate and communicate with other language</p> <p>Marking the items I want</p>
Scene	
Q3	<p>The seller didn't put the price</p> <p>Doing some research for the market price first</p> <p>Accused of a time waster</p> <p>Waiting until an agreement reached</p> <p>Canceling the transaction</p> <p>We can't reach an agreement</p> <p>Misinformation</p> <p>Follow up until having the same understanding</p>

Hearer/Receiver/Audience

- Q4 Using English infrequently with family
Using English frequently with a friend
Using English frequently
- Q5 Can't communicate and understand each other
They use new slang
Making ourself confident
Thinking of people's judgment
Motivating ourself
- Q6 Using English for simple things only
Using English mostly to communicate with international sellers
Using applications to translate and communicate with other language

Purposes

- Q7 Using pictures to explain
Using very basic language to explain/ask
Can't understand each other
Using their native language
Misunderstanding
Grammatical errors
Using very basic language to ask

Norms of Interaction

- Q8 Saving so much time
Gaining comfort and trust
The transaction will be distracted
Getting smoother communication flow

Norms of Interpretation

- Q9 Concerning nationality, ethnicity, and religion
Canceling the transaction
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	Tolerating each other
	Doing simple background checking
Synchronicity	
Q10	The time difference Starting the communication in the seller's active time
Q11	<u>Asking a friend who had more experience</u> <i>Unfamiliar words and terms</i> <u>Asking the seller</u> <u>Finding the meaning by myself</u>
Socially Networked	
Q12	Using a one-to-one communication pattern Using one-to-many communication pattern
Q13	The seller can't fulfill the request Canceling the transaction Negotiate
Texting media technology dependence	
Q14	Helpful in understanding each other
Q15	Waiting for the system back into operation Using VPN Using other social media Technical errors Discussing the solution

3.5.1.2 Second Cycle Coding: Pattern Codes

The next step, pattern codes, means grouping the result of the first cycle coding step into smaller codes that are precisely related to the research question.

Table 3.4 Generating Pattern Codes

Message Content	
Q2	Using mostly English to communicate with the international seller Using applications to translate and communicate with other language
Scene	
Q3	Canceling the transaction We can't reach an agreement Misinformation
Hearer/Receiver/Audience	
Q5	Can't communicate and understand each other
Purposes	
Q7	Using pictures to explain Using very basic language to explain/ask Grammatical errors
Norms of Interaction	
Q8	The transaction will be distracted
Norms of Interpretation	
Q9	Concerning nationality, ethnicity, and religion
Synchronicity	
Q10	The time difference Starting the communication in the seller's active time
Q11	Asking others who had more experience Unfamiliar words and terms Finding the meaning by myself
Socially Networked	
Q13	Negotiate and discuss until an agreement reached
Texting media technology dependence	
Q15	Waiting for the system back into operation

Using VPN

Technical errors

3.5.2 Data Display

In the last step, the result of the coding process is presented through organized and compressed information. This data display aims to help understand what is happening and what to do afterward.

Table 3.5 Data Display

Participants	Message Content	Scene	Hearer/ Receiver/ Audience	Purposes	Norms of Interaction	Norms of Interpretation	Synchronicity	Socially Networked	Texting Media Technology Dependence
Ona	There are a lot of applications that can help us to translate the language.	We can overcome that by waiting for a while until the seller gives us the trusting proof	I rarely use English with my family, but I often use it with my friends.	I sometimes explain using pictures.	The transaction will be distracting since we also talked about daily life or daily things at the same time.	I might cancel the transaction immediately because I feel uncomfortable with that matter.	I usually matched their productive time. If we don't, our message will be replied to in a long time.	If the seller can't fulfill the proof request at any cost, I think it's better to cancel the transaction	The features provided in social media are very helpful to the process of selling and buying transactions between the buyer and the seller from different countries
Jib	I use the language that has been adjusted into the language they usually use, but mostly using English.	I think the chance that the transaction will be canceled is a big	Mostly, I use English to communicate with international sellers.	We can still ask them again with something like, "What does it mean?", so they will change it to other understandable words.	It will make the communication flow more smoothly.	We can overcome that situation with tolerance or do simple background checks.	I will ask the seller or search for the meaning manually.	The first thing we can do is negotiate, both with the international seller or the GO members.	We can wait until the server starts to operate again if it is down.

3.5.3 Conclusion Drawing and Verification

This last activity of data analysis is gained by a thorough, elaborate, and lengthy argumentation and reviews of the discussion about the data collected to produce a comprehensive conclusion.

3.6 Steps of the Research

Table 3.6 Steps of the Research

No.	Descriptions
1.	Identifying the problem, issue, or phenomenon
2.	Examining relevant studies, identifying research gaps, and developing the research question
3.	Selecting research design
4.	The research proposal writing procedure
5.	Reviewing relevant literature
6.	Deciding on and developing a suitable research methodology
7.	Picking interview subjects and running the interview
8.	Examining data
9.	Outlining results and recommendations
10.	Completing research report

3.7 Time and Place of The Research

This research was conducted at one of the universities in Tasikmalaya, West Java, Indonesia from January 2023 until June 2024.

Table 3.7 Research Schedule

No	Description	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
		2023											
1	Research Proposal Writing	█											
2	Research Proposal Examination											█	
3	Data Collection												█
4	Data Analysis		█	█	█								
5	Comprehensive Review					█							
6	Final Thesis Examination						█						