CHAPTER 3
RESEARCH METHODOLOGY

3.1   Research Design

This study used Case Study in qualitative research methodology. According to Yin (2011), case study is an empirical investigation that looks at a current occurrence in the context of real life, particularly in situations where it's difficult to distinguish between the two. According to Fatimah, Saputra, dan Khairunnisa (2023) Qualitative research is undertaken with the purpose of elucidating and examining various phenomena, events, social dynamics, attitudes, beliefs, and perceptions held by individuals or groups towards a particular subject matter. Case studies entail the investigation and comprehension of intricate social, political, organisational, or personal phenomena via a long-term, in-depth examination of a restricted system (the case), utilising a variety of sources of data.

3.2   Research Setting and Participant or Research Object

Contextually, this research covers the phenomenon of students who like to watch English movies through Netflix application autonomously. Most importantly, participants are also recruited for their willingness to be involved in the study for ethical considerations. However, recruited participants came from Siliwangi University, located in Tasikmalaya, West Java, Indonesia. Two Siliwangi University students recruited to explore their perceptions of applying English vocabulary learning independently through Netflix. There are some considerations while choosing the participants for this study as follows: (1) likes to watch English movie through Netflix applications (2) age range 22 - 23 years old (3) actively watch English movie using the Netflix application as a learning medium to improve their ability to learn English vocabulary. Of these two students there are those who watch netflix every day and there are also those who watch Netflix when they just want to watch. Participants are also recruited based on criteria that are in accordance with this research, such as students who like to watch English movies autonomously without coercion from others and students who want to learn vocabulary through Netflix.

3.3 Data Collection

This research used interviews or more precisely semi-structured interviews. Essentially, an interview is a form of investigation and/or evaluation where information is obtained (or produced) from the First-person account of the interviewee as situated (Hanbury, 2016).

in a social, interpersonal setting. Semi-structured interviews are exploratory interviews that are most frequently used in the social sciences to collect data for qualitative research projects or for clinical purposes. In addition to offering a basic structure through a pre-planned guide or procedure that centres around a central topic, a semi-structured interview facilitates exploration and allows for the exploration of topical paths as the discussion progresses (Hanbury, 2016). Generally speaking, a semi structured interview might allow for a certain amount of freedom in following the customer or research participant, creating an opportunity for empathy and bonding, such as well as responding to certain pre-established inquiries. The interviewer in a semi-structured format can ensure that the primary research and/or clinical questions are while also permitting the development of a social interaction when questioned (Hanbury, 2016).

3.4 Data Analysis

After the data collection process through semi-structured interviews, then next is the data analysis section, this data analyzed using the thematic analysis method. the thematic analysis of this is according to (Agency et al., 2006) A technique for finding, evaluating, and summarizing patterns (themes) in data is called thematic analysis. It briefly arranges and provides a (rich) detailed description of your data set. But it also frequently goes beyond this, interpreting different facets of the study question (Boyatzis, 1998). A technique for finding, examining, and interpreting meaning patterns—or "themes"—in qualitative data is called thematic analysis (TA). TA stands apart from other qualitative analytical techniques because it provides a technique, or a tool. or method, not constrained by theoretical obligations – as opposed to a technique (a theoretically grounded, and restricted, study framework) (Clarke & Braun, 2017).

1.) Familiarizing the data

In this step, the author double-checks by reading the transcript and then categorizing the data that has been double-checked according to the codes in vocabulary acquisition and learners' autonomy.

2.) Generating Initials codes

In this step, researchers found some data that could then be grouped into initial codes by using the coloring method, researchers distinguish potential data patterns. The use of the coloring method is to facilitate researchers to find differences in one code with other codes given by participants to make formulas from initial codes.

Table 1. Generating Initial Codes

Excerpt	Initial Codes
I also spell new words out loud to help my memory.	Spelling
the word "debutante." I noted this word in my English app and looked up the meaning.	Meaning
Watching with English subtitles is an effective way.	Pronounciation
I improved my memory skills as using series like "bridgerton" to repeat certain dialog or scenes helped strengthen my memory.	Remembering
I sometimes make a list of words or phrases that I want to memorize and repeat them regularly.	Drilling
I feel responsible for my learning progress by organizing my own study time and methods.	Responsibility
Motivational strategies from the characters are some characters like daphne in "bridgerton" show determination and dedication which can be applied in my study routine in maintaining focus and practicing consistently is important.	Motivation
I usually watch movies in a quiet place and turn off notifications from my device.	Self-Control

Table 2. List of Initial Codes and Frequency

Initial Codes	Frequency
Vocabulary Acquisition	
Spelling	6
Meaning	8
Pronounciation	9
Remembering	6
Drilling	11
Learners Autonomy	
Responsibility	9
Motivation	6
Self-Control	6

3.)   Searching for themes

In this section, the researcher codes the data into potential themes, through reflecting on how the codes were obtained from the interviews conducted by the researcher. The conclusion of this phase is to showcase the identification of themes, initial codes and their relations.

No.	Initial Codes	Potential Themes
1.	Spelling	Vocabulary Acquisition
2.	Meaning	
3.	Pronounciation	
4.	Remembering	
5.	Drilling	
6.	Responsibility	Learners Autonomy
7.	Motivation	
8.	Self-Control	

4.) Reviewing themes

In this phase, the researcher checks the findings from the third step to determine potential themes. The first possibility is to exclude candidate themes if there are data that lack validation, especially if the theme has excessive diversity. The second possibility is to combine different themes if there are separate themes that can be put together. The last possibility is to breakdown the candidate themes into separate themes.

Potential Themes
Vocabulary Acquisition
Learners Autonomy

5.) Defining and naming themes

In this phase, the researcher defines and refines the selected themes to be analyzed to make the data easy to identify the fundamental essence of the themes. The conclusion of this theme is to determine the relationship between the themes and the evidence from the data that has been obtained from the field, starting the task of giving an informative name to each theme, ensuring that the reader quickly understands the essence of each theme.

Potential Themes
Vocabulary Acquisition
Learners Autonomy

6.) Producing the report

In addition, the report provides ample evidence regarding the themes of the data, as the researcher conducts a thematic analysis that addresses arguments pertinent to the research questions.

3.5 Steps of The Research

Table 3. Steps of The Research

Step	Description
1.	Identify and search for journals related to this research
2.	Choosing the topic to be researched
3.	make a research proposal first which includes background, literature reviews, and research methodology.
4.	Attended the proposal examination which was tested by the examining lecturer and the supervisor.
5.	collected data using semi-structured interview method
6.	Analyzing the data with thematic methods
7.	Writing the report (thesis)
8.	conduct a thesis examination which will be examined by the examining lecturer and supervisor.

3.6   Research Schedule

Table 4. Research Schedule

Description	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Sept 2024	Oct 2024	Nov 2024
Research Proposal writing	▓	▓	▓				
Research Proposal examination				▓			
Data Collection				▓			
Data Analysis				▓			
Report					▓		
Thesis Result Seminar							▓
Thesis Examination							▓