

CHAPTER 3

RESEARCH PROCEDURES

3.1 Research Method

This research applies exploratory case study. Exploratory case study sets to explore any phenomena in the data which serve as a point of interest to the researcher. This design was selected because it was appropriate to gain a detailed description and understanding of the case (Donald, A., 2010). With this mind, the researcher has a role as passive participants. It means that the researcher presented at the scene of action but does not participate in the action of the activity, in the end the researcher reports the result of the research.

3.2 Setting and Participants

The setting of this study was in Siliwangi University, Tasikmalaya. Moreover, the participants in this study were students of English Education Department in 6th and 8th semester who follow @gurukumrd Instagram account. Mr. Dennis as known as @gurukumrd is one of the famous account that informative about English in his feeds. He has more than 1 million followers with 879 posts. The @gurukumrd account chosen since it provides students the vocabulary material through the video and it is easy to understand. Mr. Dennis was an actor in Los Angeles and now he has become a content creator as well as English teacher in Jakarta since 2013.

This study was conducted with 2 participants. The number participant choose in order to get the detailed information. They have been followed @gurukumrd since 2018 and 2019. Moreover, the participants have involved in a relatively long social life with the researcher. The participants were in contrast as well, the one with the high achievement in academic and the other

participant has the low achievement. The aim in the qualitative investigation is to discover the diversity, sample size and sampling strategy (Kumar, 2011).

They have a big potential in gathering the data so that brings them as the participants. Moreover, the students sometimes have to submit the task and independent learning by utilizing the smartphones, uploading the task through a social media, searching reference in learning speaking and listening content, which is the students have a social media account.

3.3 Technique of Collecting the Data

The researcher collected the data by semi-structured interview with 2 participants in the 6th and 8th semester students in English Education Department who follow @gurukumrd Instagram. The semi-structured interview used in order to offer the participants more chances to explore issues that they feel are important (Longhurst, R., 2016). It is aimed to know what the students do in learning vocabulary through @gurukumrd Instagram. Moreover, the interview conducted by phone interviewing (Burke & Miller, 2001) due to the distance between the researcher and the participant, it is also due to the covid-19 pandemic.

The steps in conducting the semi-structured interview are below (Adams, 2015):

2. Selecting Respondents and Arranging Interviews

In this stage, the researcher should organize the need things that will be conduct in this study. The interview will be conducted with 2 participants. Further, the researcher reached them to ask for and plan the ideal opportunity for the meeting.

1. Drafting Questions and the Interview Guide

The researcher adapted 4 steps by Castillo-Montoya (2016) in preparing the interview protocol.

1. Ensuring interview questions align with research questions.
2. Constructing an inquiry-based conversation.
3. Receiving feedback on interview protocols.
4. Piloting the interview protocol.

The researcher should prepare the interview questions in a list that meaningful and easy to understand to communicate with the participants. Further, the interview guidelines were sent in advance by online related to the process how the participant learning vocabulary through @gurukumrd based on the participants' experiences.

The interview protocol were adapted from Muhtarom, Juniati D., & Siswono T., Y., E., (2020). Moreover, the interview was in Bahasa Indonesia to ease the participant elaborate their answer. The interview guideline sent in advance online by discussing the activities that students do in learning vocabulary through @gurukumrd.

3. Starting the Interview

In this stage, it is important to ask permission to record the process of interview. Further, the researcher using Xiaomi Note 7 to record the interview. Then, the interviewer allows the participants to talk actively and engaged with the process. It could starts with the first question in the list. In this step, the interviewer need to consider about the length of the process interview.

4. Polishing Interview Techniques

The atmosphere between interviewer and the participant also needs to consider. The interviewer should in a casual way but still professional. Moreover, the data collection technique used phone interviewing (Burke & Miller, 2001). This technique is chosen because

of the distant geographic scope between the researcher and participant and due to the covid-19 pandemic.

5. Analyzing and reporting semi structured interview

This stage is exploring the result, the collected data were revisited to search the accuracy from the question list. Furthermore, the data transcribed and translated. Then, it is analyzed by thematic analysis.

3.4 Technique of Analysing the Data

Data analysis is the process of systematically searching and arranging the interview transcript, field note, and other material that researcher accumulate to increase of researcher understanding of the research and to enable researcher to present what researcher have discovered to other (Boeije, H., 2014). The data analysis in this researcher was descriptive, the purpose of this research was to describe research finding elaborately. From the data that had been gotten by doing interview, and documentation, and the next step that must be done by the researcher was analyzing the data and presented in a good form. The researcher analyzed the data from the interview using thematic analysis (Braun, & Clarke, 2006). The tool chosen because it can examine the interview result into themes within the stages of what the students do in learning through Instagram. These are the following stages:

1. Familiarizing the data

The researcher familiarises and participates to the result of the interview with the students, after that the researcher re-read them. It is in order to code the themes.

2. Generating initial codes

It is the process of organizing the codes occurring in the data which related to the aims of this study using initial codes by coloring and highlighting the process of the participants in learning through @gurukumrd.

Table 3.1 Generating initial codes

| | |
|--|--|
| <p><i>P: Kalau misalnya tentang pronunciation pastinya mencoba mengikuti ya.. kayak mencoba mengikuti.. kemudian kalua tentang vocabularies lebih ke 'oh berarti ini tuh artinya ini' kemudian kayak nyoba untuk menggunakan kata tersebut pada kalimat</i></p> | <p>Imitating the pronunciation Memorizing the vocabulary</p> |
|--|--|

There are 8 initial codes that represent of the process in learning vocabulary through @gurukumrd. The frequency of the each codes is variety from 2 as the lowest and 7 as the highest. Here is the list of each initial codes and their frequency.

Table 3.2 List of Initial Codes

| Initial Codes | Total |
|---|--------------|
| To get knowledge about @gurukumrd content | 6 |
| Students learn autonomously | 5 |
| Students choose vocabulary and pronunciation material | 4 |
| Students learning in a brief time through @gurukumrd | 2 |
| Memorizing the vocabulary | 3 |
| Imitating the pronounce of the vocabulary | 5 |
| Using the vocabulary in the daily conversation | 15 |

3. Searching for the themes

The researcher grouped the highlighted codes based on the data research in a form which belonged to the same theme. The researcher identified the themes from the data that has been categorized and highlighted earlier in the second step.

| Themes | Codes |
|--|---|
| The activities of students in learning vocabulary through @gurukumrd | <ol style="list-style-type: none"> 1. Students get to know about @gurukumrd content 2. Students learn autonomously 3. Students choose vocabulary and pronunciation material 4. Students learning in a brief time through @gurukumrd 5. Memorizing the vocabulary 6. Imitating the pronounce of the vocabulary 7. Students using the vocabulary in the daily conversation |

4. Reviewing the themes

It is the process of developing or modify the themes that have been identified in search for themes step. The researcher reviewed the following themes to ensure the data within themes together meaningfully and the contrast between them are clear.

5. Defining and naming the themes

The themes were named as the representation of its following subthemes. The researcher identifies in detail what each theme is about and what aspect captures in the theme.

6. Producing the report

The researcher reported findings of this study in the next chapter about the process how the student learnt through @gurukumrd.

3.5 Steps of the Research

Conduct a research needs the steps of the research in order to keep in track with the schedule. The researcher has made the steps in a diagram as

follows:



(Adapted from Kabir, 2016)

Enclosure 4. Steps of the Research

3.1 Time and Place of the Research

Table 2. Research Schedule

| No | Description | Feb 2020 | Mar 2020 | Apr 2021 | May 2021 | June 2021 | 2021 | May 2021 | Jun 2021 |
|----|-------------------------------|----------|----------|----------|----------|-----------|------|----------|----------|
| 1. | Research proposal writing | █ | | | | | | | |
| 2. | Research proposal examination | | | █ | | | | | |
| 3. | Data collection | | | | █ | | | | |
| 4. | Data analysis | | | | | █ | | | |
| 5. | Report | | | | | | █ | | |
| 6. | Thesis Examination | | | | | | | | █ |

Table 2. Research Schedule

