

## **CHAPTER 3**

### **RESEARCH PROCEDURES**

#### **3.1 Method of the Research**

The research used Descriptive Case Study. Bryman (2003) stated that case studies cover an in-depth analysis of one or a few ‘cases’. Therefore, case studies offer a significant comparative advantage in terms of analytical “depth”, which can be defined as empirical completeness and natural wholeness or conceptual richness and theoretical coherence.

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

In this study, the researcher focused on the contributions of manga to the student’s reading interests in extensive reading activities. This study involved participant with background knowledge of manga that has been long-time manga readers.

#### **3.3 Setting and Participant**

The participant consists of one 18 years old female Visual Communication Design college student. The participant is trilingual, she speaks *Bahasa Sunda* and *Bahasa Indonesia* as her first language and English as a foreign language. Prior to the study, the participant had been studying English since elementary school for 12 years. The participant was selected because the participant is a long-time manga reader, she has been reading manga for 5 years. In addition, the participant had read a lot of *shoujo*, romance, kingdom, reincarnation, action, and fantasy manga.

Furthermore, The participant was willing to take part in the study. With the participant’s consent, the researcher inform the participant that any information on the observation data was kept confidential.

#### **3.4 Technique of Collecting the Data**

The research used semi-structured interviews in collecting data on the manga’s contributions to the student’s reading interests in extensive reading activities. the semi-structured interview is an excellent data collection technique for gathering in-depth justifications of ‘personal experience’ (Braun et al., 2016). Louise Barriball and While (1994) added that to explore respondents’ opinions,

clarify interesting and relevant issues, elicit complete information, and explore sensitive topics within each interview. Therefore, the researcher could gain information and data from the respondent with their clarification through this technique.

The interview questions were adapted (Bastiano and Sudarsono, 2010, as cited in Azizah and Hasanah, 2021). It consists of 4 indicators that could be used in a semi-structured interview. Thus, the collected data would be solid and clear. Hence, by following the semi-structured interviews guidelines by Seidman (2005), the interview designed for in-depth interviews include eight major parts: (1) An invitation to participate in what, to what end, how, how long, and for whom? (2) Risks, (3) Rights, (4) Possible benefits, (5) Confidentiality of records, (6) Dissemination, (7) Special conditions for children, (8) Contact information and copies of the form. The interview took 40 minutes. Zoom meeting was used to record the interviews. the interview processes were conducted in the Indonesian Language to encourage participant to share her feelings and experiences clearly. Then, The researcher transcribed the collected data privately and secretly.

### **3.5 Technique of Analyzing the Data**

In analyzing the data, the researcher used Thematic Analysis Technique. Thematic analysis is a flexible technique for finding and examining patterns in qualitative data (Clarke & Braun, 2013). the researcher used thematic analysis because of the flexibility. So the researcher could adapt to the collected data and analyze it deeply. Therefore, the researcher could highlight the important points of the data through this technique. Moreover, by following the guidelines of thematic analysis by Clarke and Braun (2006), the data analyzed through six steps;

1. Familiarizing with the data, At this point, the researcher familiarized the data by conducting online interviews with the participant. The interview transcript was then read again to ensure that the data was correct.
2. Generating initial codes, To make it easier to assess the data in the following stages, the researcher colored the initial codes for the data that linked to the research's objectives.

Data	Initial Codes
The majority of the time, I had never heard of certain words or phrases. It therefore baffled me. Thus, Reading manga in English pushes me to decipher and comprehend the unknown vocabularies and phrases. Some of the words and phrases started to sound familiar to me years later.	Increase Engagement
True, indeed. I'm trying to take advantage of the Internet. if it doesn't function My second strategy is to get the meaning from a buddy of mine who is fluent in English. As a result, manga also motivates me to interact with others.	Improve social interaction

*Figure 1. Generating initial codes*

3. Searching for themes, To avoid placement errors that could result in misleading data, the researcher went over all of the data for each theme to ensure that it had been classified correctly and to check whether any themes or codes needed to be updated or recoded.

Initial Codes
G1 The pleasure of reading
G2 The Development of Reading Benefits' Awareness
G3 Increase Engagement
G4 Develop reading habit
G5 Improve social interaction
G6 Frequency of reading
G7 Quantity of reading

*Figure 2. Searching for themes*

4. Reviewing themes, The researcher double-checked each theme's data to ensure that it had been grouped correctly and to determine whether any

themes or codes needed to be updated or recoded to prevent placement mistakes that could lead to inaccurate data.

Initial Codes	
G1	The pleasure of reading
G2	The Development of Reading Benefits' Awareness
G3	Increase Engagement
G4	Develop reading habit
G5	Improve social interaction
G6	Frequency and quantity of reading

*Figure 3. Reviewing themes*

5. Defining and naming themes, Each data point that has been highlighted has a theme that the researcher identified, the themes will then be further evaluated.

Initial Codes		Themes
G1	The pleasure of reading	The Promotion of Reading Enjoyment
	Reading manga increase student's engagement	
G2	Reading manga develop student's reading habit	The Development of Reading Benefits' Awareness
	Reading manga improve student's social interaction	
G3	Frequency and quantity of reading	The Enhancement of Reading Frequency and Quantity

*Figure 4. Defining and naming themes*

6. Producing the report, The findings of the study were discussed by the researcher.

### 3.6 Steps of the Research

At the beginning of the study. The researcher was chosen the issue and determine the title. The researcher starts writing the research proposal with the



October 2022								
November 2022								
December 2022								
January 2023								
February 2023								
March 2023								
April 2023								

*Table 1. Research Schedule*