

CHAPTER 3

RESEARCH PROCEDURES

This chapter talked about the research procedures. It consists of the following elements: research method, research focus, setting and participants, data collection technique, data analysis technique, research steps, research time and place.

3.1 Method of the Research

The research design used in this study is a descriptive case study with a qualitative approach. This method is designed to describe and explain natural phenomena that occur within the data in question, such as what different strategies are used by a reader as well as how the reader uses them, and the researcher's goal is to describe and validate the data as they occur in the study (Ibrahim et al., 2019; Zainal, 2007). In this study, the researcher used qualitative research to investigate the students' perceptions towards using BTS English songs as a learning medium for learning English vocabulary. Then, the result from this study is presented in descriptive form.

3.2 Focus of the Research

The present study focuses on students' perceptions towards BTS' English songs as a learning medium in learning the English language, especially vocabulary mastery.

3.3 Setting and Participants

In determining the setting and participants in this research, the researcher first made a pilot study to assist her in selecting and choosing the participants with criteria: 7 students from several universities in Indonesia. They are the BTS ARMY (Adorable Representative M.C. (Master Ceremony) for Youth), students aged 17-22 years old, active students who use BTS's English songs as a learning medium to learn the English language, especially vocabulary mastery, and improve their ability to learn English. The last criterion is the students are willing to be interviewed by the researcher. The criteria above are a reference for researchers to select participants according to the wishes and goals of the research itself.

The selected participants are students who meet the criteria and are in accordance with the research target: students who learn English using English songs from BTS. The researcher contacted the participants beforehand and asked general questions about them to confirm whether they matched the criteria and whether they would be willing to be interviewed later. However, in this research, the researcher will ensure the learning process again through an online interview conducted with participants.

3.4 Technique of Collecting the Data

The researcher used semi-structured interviews to collect the data from the study participants. Semi-structured interviews are often used when a researcher wants to gain insights into a topic and fully comprehend the responses provided (Harrell & Bradley, 2009). This method was used as a primary data gathering to collect information from the students about their perceptions. In addition, the researcher made an interview guideline based on the question types from Patton (2014). The researcher created an interview guideline based on the Patton theory, and his theory consists of experience/behaviour, opinion/values, feelings/emotions, knowledge, sensory, and background.

To make it easier for the researcher to formulate questions in the interview guideline, the researcher adapted the question from the research of Isnaini & Aminatun in 2021 entitled 'Do You Like Listening to Music?: Students' Thoughts on Their Vocabulary Mastery Using English Songs', the researcher changed some questions and added some. Aspects that are in accordance with the research conducted by the researcher are adjusted to the type of question needed to fit the theory of Patton.

The process of collecting data to be carried out by the researcher:

1. Finding participants by using a pilot study with a questionnaire so that the researcher can easily and quickly find willing participants.
2. Contact and ask participants for approval whether they are willing to be participants and be interviewed.

3. Schedule interviews according to the participants' schedule.
4. Conduct online interviews and recorded interviews with the consent of the participants via the platform Zoom and Whatsapp voice note.
5. The researcher transcribe the results of interviews with participants.

3.5 Technique of Analysing the Data

In this research, the researcher used thematic analysis to analyze the data which comes from the interviews with participants. According to Braun and Clarke (2006), thematic analysis is a method for analyzing qualitative data that entails searching across a data set to identify, analyze, and report repeated patterns. Another point of view from Kiger and Varpio (2020) stated that thematic analysis is a method for describing the data that also includes interpretation in the process of choosing codes and developing themes. Here are the six steps of analysing the data according to Braun and Clarke's thematic analysis:

- a. Familiarizing yourself with the data

This process entails transcribing data, reading and re-reading the data, and taking notes on the interview data transcript. This is the first phase in which the researcher reads all of the data from the interview results to find meaning and patterns or themes that emerged from the data.

Table 3.1. Data Transcription

Part	Transcription
R	<i>Untuk pertanyaan pertama, kenapa kamu bisa tertarik mendengarkan lagu bahasa Inggris yang dirilis oleh BTS ini?</i>
	(For the first question, why are you interested in listening to the English song released by BTS?)
P4	<i>Kalau aku sih teh, satu dulunya itu emang suka BTS, terus emang nambah wawasan bahasa inggris juga, lalu-lagu BTS itu kan maknanya itu kayak suka banget gitu, jadi setiap lagu bahasa inggrisnya itu ada maknanya dan kita tuh suka.</i>

(As for me, I used to really like BTS, and then it adds insight into the English language too, then the meaning of BTS' songs, I really like it. So every English song has a meaning and we like it.)

b. Generating initial code

In this step, the researcher has generated an initial list of ideas about what is in the data and what is interesting about them. This step involves the production of initial codes by colouring the data, which is identified as the codes related to the purpose of the research.

Table 3.2. Generated Code

Students' Interest in listening BTS' English songs
Students' feeling in listening BTS' English songs
Learning English Vocabulary
Learning Medium
Students' Experience
New Environment in learning
BTS' English songs motivated the students
The Benefits learning English using BTS' English songs

c. Searching for themes

The third step begins with all the data, which have been initially coded and collected. In this step, the researcher collects the codes into potential themes and gathers all data relevant to each potential theme about the data based on research questions.

Table 3.3. Initial Codes

I	II	III	IV
Students'	Students' feeling	Students'	Learning
Interest in	in listening	Experience	English
			Vocabulary

listening BTS' English songs	BTS' English songs Learning Medium New Environment in learning	BTS' songs motivated the students	The benefits learning English Vocabulary using BTS' English songs
---------------------------------	--	---	---

d. Reviewing themes

In the fourth step, the researcher expands or modifies the themes identified in the previous step. The researcher goes over the following themes to determine which are the most appropriate.

Table 3.4. Reviewed Themes

Initial Codes	Reviewing themes	Themes
Students' Interest in listening BTS' English songs	Increasing Vocabulary Learning Interest	I
Students' feeling in listening BTS' English songs Learning Medium New Environment in learning	Appropriate Vocabulary Learning Medium	II
BTS' English songs motivated the students Students' experience	Independent Vocabulary Learning	III
Learning English Vocabulary The benefits learning English Vocabulary	Improving Vocabulary Elements	IV

using BTS' Englishs songs		
------------------------------	--	--

e. Defining and naming themes

This fifth step entails developing precise definitions and names for each theme. To analyze the data, the researcher defines the nature of each theme and the relationship between them.

Table 3.5. Defined Themes

THEMES	DEFINED THEMES
I	BTS' English Songs in Increasing Students' Vocabulary Learning Interest
II	BTS' English Songs as an Appropriate Vocabulary Learning Medium
III	BTS' English Songs in Supporting Self-Independent Vocabulary Learning
IV	BTS' English Songs in Improving Vocabulary Elements

f. Producing the report/manuscript

As the final opportunity for analysis, the researcher reports the results of this research in this sixth step.

3.6 Steps of the Research

The researcher conducted this research used 8 steps by Dudovskiy (2021) as follows:

Table 3.6. Steps of the Research

No	Steps	Description
1.	Selecting the research area	The researcher looks for an area of interest to be used as the basis for the researching the topic. The researcher is interesting in songs and the idol group

		‘BTS’. Therefore, the researcher is curious to use songs from idol groups for their fans as students by finding out students' perceptions of BTS's English songs as a learning medium for learning English vocabulary.
2.	Formulating research question	The researcher uses a descriptive case study as a research design, where the research design fits the research question posed ‘What are students’ perception towards BTS’ English songs as a learning medium for learning English vocabulary’.
3.	Conducting the literature review	In order to support the research, the researcher reviewed several works of literature and looked for as many sources or references, such as books, journals, research articles, and news articles, as possible regarding matters related to the study.
4.	Selecting method of data collection	The semi-structured interviews were used as a primary data collection, and it collected all of the students’ perceptions based on the interview guideline towards the use of BTS’ English songs as a learning medium in learning English vocabulary.
5.	Collecting primary data	The type of interview chosen was the semi-structured interview with open-ended questions to collect various opinions from participants so that the researcher could dig deeper into their opinions that were not listed in the list of interview questions.
6.	Data analysis	The researcher set up a thematic analysis to help the researcher analyze the data.
7.	Reaching conclusion	In this part, the researcher must justify why she thinks the research aims and objectives have been achieved.

8.	Completing the research	The last stage is to complete the research. Following the stages above and organizing separate chapters into one file leads to the completing the first draft.
----	-------------------------	--

3.7 Time and Place of the Research

Table 3.7. Research Schedule

No	Description	Jan- June 2022	July 2022	Aug 2022	Sep- Dec 2022	Mar 2023	May 2023
1.	Research proposal writing						
2.	Research proposal examination						
3.	Data collection						
4.	Data analysis						
5.	Report						
6.	<i>Telaah Komprehensif</i>						
7.	Thesis examination						

The estimated time was flexible depending on the circumstances, so the research could be completed sooner or later.