

CHAPTER 3

RESEARCH METHODOLOGY

This chapter gave detailed information about the research design and procedures carried out during this research process. It was divided into seven parts. The first one was the research method, which explained the design and method used by the researcher. The second was the focus of the study, which gave information about the focus of the research so that the discussion stayed on the point and did not stray from the research context. The third part described the setting and participant information, which informed where the research was conducted and who was involved in this research as a participant. This part also explained how the researcher selected the eligible participants to be involved in this research. The fourth was the technique of collecting data, which described the instrument and the way the researcher collected the data. The fifth was the technique of analyzing the data; this part explained what the researcher did after the data was collected and how it was analyzed. The sixth part provided information about the research steps carried out in this research. Then, the last is the time and place of the research, which contained graphical information about the timeline of the research completion.

A. Research Design

In this study, the researcher used a case study to design the research. Coimbra and Martins (2013) stated that a case study is a research method that uses an in-depth analysis of a phenomenon, situation, or problem in its real-life context. Case study methodology was chosen because it best facilitates the construction of a detailed, in-depth understanding of what is to be studied and because case study research can engage with the complexity of real-life events (Stake, 1995). Furthermore, it is used to know the students' perceptions of using Wattpad to facilitate their extensive reading experience.

B. Focus of the Research

This research focuses on exploring students' perceptions of using Wattpad as a digital platform to facilitate their extensive reading experience.

By concentrating on these aspects, the research seeks to provide qualitative insights into how digital platforms like Wattpad can support extensive reading in an EFL (English as a Foreign Language) context. The findings will contribute to discussions on learner autonomy in language education.

C. Research Setting and Participants

This research was conducted at a university in Tasikmalaya, West Java. The participants in this research are three students from the English Education Department of 2018. The participants were chosen purposefully. The first criterion is that the participants are active Wattpad users, and the second is that they have been familiar with and used the Wattpad platform for their extensive reading activities for five years or more. The researcher chose three students as participants because they had experience using the Wattpad application as a medium for extensive reading, which makes it easier for researchers to obtain in-depth data. The researcher chose the 3 participants because they fit the criteria and needs that the researcher wanted.

D. Data Collection

The case study is typical of multiple data collection techniques and is from multiple sources. As cited in Shanks and Bekmamedova (2018), Yin (2014) argued that data collection techniques include interviews, observation, questionnaires, and relevant documents. The researcher used interviews to get the data needed as a technique for collecting data. The researcher used a semi-structured interview to understand the participants to know their perceptions about using the Wattpad in facilitating their extensive reading experience. Meanwhile, the semi-structured interview was employed because it offers sufficient flexibility to approach different respondents differently while still covering the same areas of data collection (Noor, 2008). The interview questions were formed based on the three components of perceptions proposed by Walgito (2010), cognitive, affective, and conative, to get the data from the participants based on their perceptions in the use of Wattpad as a facilitator their extensive reading experience.

E. Data Analysis

The interview data were analyzed using an interactive model proposed by Miles, Huberman, and Saldana (2014). They defined qualitative data analysis as a continuous and iterative enterprise. This data analysis method is used because it offers convenience and time efficiency in analyzing the raw data obtained from an interview. In analyzing the data, the researcher focused on the Technology Acceptance Model (TAM) by Davis (1989), specifically on the two main points: perceived ease of use and perceived usefulness, to understand the students' perceptions of using Wattpad in their extensive reading experience. The data analysis included the following activities:

1. Data Condensation

The researcher obtained the data and selected data chunks from the interview transcripts to make the data stronger in order to sharpen, focus, and organize the data.

Table 1 Data Condensation

Original Data	Condensed Data
<p><i>Emmm</i>, quite entertained with the stories provided by Wattpad. Feeling entertained because the content provided by Wattpad has various genres, well, from the various genres, in my opinion, it provides a different reading experience because each author has a different writing style as well as the story. When reading on the Wattpad application, I always visualize the cast according to my wishes, so it's more exciting.</p>	<p>I feel entertained because the content provided by Wattpad has various genres, so in my opinion, it provides a different reading experience.</p>

2. Data Display

Data display refers to the process of organizing and visually representing qualitative data in order to facilitate analysis and interpretation.

Table 2 Data Display

Perceive Ease of Use	Perceive Usefulness
Wattpad helps channel the hobby of reading because users can read for free	I can add new vocabulary too , sometimes there is a standard language, so I know what it means because I search it. I can also retell what I have read to my friends and recommend the story at the same time, so when I retell the story to my friend, I can automatically imagine the story again
The content is also extensive, not only in 1 genre	I'm happy because I get a lot of benefits, of course, such as my reading interest has increased because from there I often read stories on Wattpad
The features in the application are also simple , so it makes everything easier	After reading stories from other writers, I feel like I get ideas to write too.
Wattpad is also an application on your phone, so it's easy to carry anywhere , not as complicated as we do when we bring a printed novel.	

3. Drawing and Verifying Conclusion

The third step in qualitative data analysis is drawing and verifying conclusions. Drawing conclusions refers to the process of synthesizing and making meaning out of the analyzed qualitative data in order to generate insights, interpretations, or explanations.

F. Research Schedules

This research was conducted at one of the universities in Tasikmalaya, West Java, Indonesia, in 2025.

Table 3 Research Schedule

Activities	Months						
	Jan-Dec	Jan	Feb-Dec	Jan-Dec	Jan	Feb-June	July
	2022	2023		2024		2025	
Research Proposal Writing	■						
Research Proposal Examination		■					
Data Collection			■				
Data Analysis					■		
Seminar Hasil Examination						■	
Final Thesis Examination							■