CHAPTER III

RESEARCH METHOD

This chapter discusses the methodology used in future investigations. Additionally, it offers information about participants as well as the methods used to collect data required from participants. Throughout the entire study process, this research design was guide how the data processed. In addition, the reliability of this research as well as its ethical implications discussed. In short, it outlines the research approach taken current study.

A. Research design

Qualitative research, according to Creswell (2009) is a way of studying and comprehending the meaning that individuals or groups attach to a social or human situation. Because the results are detailed in great depth and then provided in the form of research reports based on the facts, descriptive qualitative research methods are measurable, actual, and very accurate research methods. Qualitative descriptive research also has three main characters, namely describing a process for the problem to be studied. The second is understanding, which contains the understanding of both researcher and respondents, and the third is meaning making. And the most appropriate research on the problem in the title of the researcher is using the character of a qualitative descriptive research, that is why the researcher choose this approach as his research.

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In this study, researcher used a qualitative descriptive approach with case study method. The researcher used this approach because the researcher considers the problem under study is quite complex and dynamic so that the data obtained from the informants is captured by a more natural method, namely direct interviews with the sources so that natural answers are obtained. In addition, the researcher intends to understand the social situation in depth, find patterns, and theories that are in accordance with the data obtained in the field. The method of approach in this research is descriptive. Qualitative

descriptive is a research that seeks to describe current problem solving based on data. Qualitative descriptive research used in this research is intended to obtain information, describe, explain in more detail the problems to be studied by studying as much as possible an individual, a group or an incident regarding creating video content in Speaking classroom at English club extracurricular.

B. Informants

This research was conducted at SMA Swasta Imelda which is located at Jl. Bilal No.48, Pulo Brayan Darat I, Kecamatan Medan City, North Sumatra 20239. A research subject is an individual that participant in research. In the qualitative research, the researcher gain the information or data that is collected from the individual or a group of people to help answer the question under the study. Therefore, the subject of this research will be the students of SMA Swasta Imrelda specifically students at eight grade that will consist of thirty two students in total. The reason why the researcher chose the subjects because the researchers discovered the phenomenon of learning speaking in English clubs. These subjects went through the process of creating video content that could provide valuable information for this research.

The subjects of this research were students are joined the English Club. There were 9 women as research participants in this study. Subjects were selected using purposive sampling. According to Creswell (2012), purposive sampling means that researchers deliberately choose subjects and places by setting several standards to obtain valuable data. There are several considerations for researchers in choosing research subjects. First, the subject must be from students are joined the English Club. Researchers chose students from the English Club to enrich data for research related to creating video content. Second, they are also required to use English when making their videos, either full or partial English. These criteria are used to assist researchers in the process of creating creative video content by students. Furthermore, researchers in this study placed the experience of students who took private tutoring outside of school, this private tutoring experience as one of the criteria in selecting research subjects because it is important to speak good English for making videos.

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C. Technique of collecting data

Data collection techniques are the most important step in research, because the main aim of research is to obtain data (Sugiyono, 2013:401). The techniques used in collecting data for this research are as follows following:

1. Observation

Observation in qualitative research is one of the oldest and also observations the most basic approach to research. This approach involves collecting some data using the senses, especially in seeing and hearing in a structured, systematic, and also has meaning. (Smit & Onwuegbuzie, 2018). Hardani et al stated that observation is a collecting technique data by observing ongoing activities. In this research, what is meant by observation is one of the techniques needed to collect data. Observation is a natural thinga process that allows researchers to observe the people and activities within them natural setting. Researchers will observe the process of creating student video content, namely involving activities directly at the research site at SMA Swasta Imelda. Researchers will use observations to see the process of creating video content by students in learning speaking skills. This can support this research to find out how students create video content.

2. Interview

Stainback in Sugiyono stated, interviewing provides the researcher a means to gain a deeper understanding of how the participants interpret a situation or phenomenon than can be gained through observation alone. The source of data that researcher obtained from the results of this interview is in depth with individuals, namely directly between the interviewer and the researcher respondents. Through this method, it is hoped that researchers can find out in depth about creating video content process in Speaking classroom at English Club Extracurricular.

At this stage the interview aims to ask questions to participants and obtain certain data possible to answer the research questions. Collection of this data techniques that are based on self-reports, or at least on one's own knowledge and knowledge

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confidence. In interviews, researchers will take ten SMA Swasta Imelda students. First, researchers will interview students directly at the location. Interview will begins when students carry out activities in the field to earn money information about creating video content on speaking lessons in extracurricular English clubs. Participants' answers will be supports the research questions of this study as well. In short, the purpose of the interview is to find out about creating video content process in learning speaking at an extracurricular English club.

3. Documentation

This research documentation data was collected by researching and studying documents relevant to the research problem. The documentation method is a record of past events, which can be in the form of writing, drawings or monumental works from a study. Documentation is a complement to the use of observation and interview methods in qualitative research. Researchers in this case use documentation techniques to obtain data in the form of picture archives, notes, books related to curriculum development. The documents in question can be photos, school documents, and documents about the history of the school. In this regard, researchers wish to obtain data about the history of the school's founding or identity, data about the organizational structure, data about teachers and students, as well as data about the existing facilities and infrastructure at Imelda Senior High School.

D. Data analysis techniques

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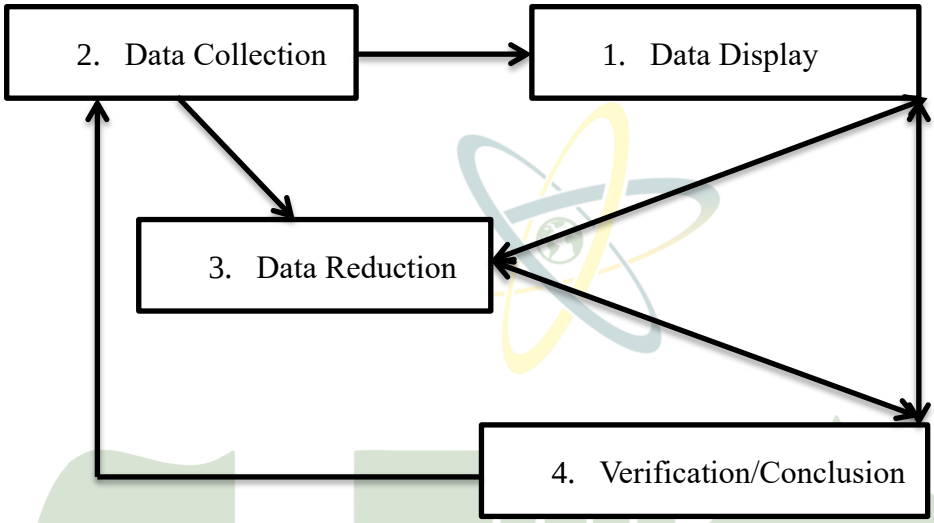
Data analysis is the process of systematically searching and arranging the interview transcripts, field notes, and other materials that the researchers accumulate increase their own understanding of them and enabling to present what you have discovered to others. According to Miles, Huberman & Saldana, the technique of analyzing data in qualitative study consists of three steps, which are data reduction, data display, and conclusion drawing/verification. The process of data analysis that researcher were start from reduce and examine the data that has been obtained, starting from the collection of secondary data or documentation and from the results of previous research by making abstractions,

determining problem formulation and problem focus. Furthermore, by describing the data, namely by compiling the data and information into a predetermined concept. The final step is to draw conclusions, in the form of new findings and answers to research problems. The stages of data analysis are described as follows :



Source: Milles, M. B,. & Huberman, A. M. (2014). Qualitative Data Analysis: A Methods Sourcebook (3rd ed.). California: Sage Publications.

1. Data collecting

In this case, the researcher collected research data in the form of interviews and observations in the field objectively and the process in this cycle is also interactive which must be passed by every researcher.

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2. Data reduction

Reducing data means summarizing, selecting the main things, focusing on important things, looking for themes and patterns, and throw away what is unnecessary (Sugiono, 2013: 336). At this stage, the data has been reduced to provide a clearer and easier picture researchers at the next stage. In this technique, data is obtained from informants and respondents are then arranged systematically accordingly with research purposes. In this case, the researcher take the data about creating video content process in Speaking

classroom at English Club Extracurricular at SMA Swasta Imelda through observation and interview. Data reduction is carried out simultaneously with the data collection process. If data is found that does not match, it is necessary to check again so that the data obtained is valid.

3. Data display

The next stage after reducing the data is data display, according to (Sugiyono, 2013:339) by displaying the data, it will make things easier to understand what will happen, plan work, next based on what has been understood. Presentation of data is biased in the form of short descriptions, charts, relationships between categories, flowcharts and the like. At this stage, the researcher presents the data, the results interviews, observations, and documentation are then explained in detail. The display of data that is often used in qualitative research data is in the form of narrative text, namely by presenting data by retelling about creating video content process in Speaking classroom at English Club Extracurricular at SMA Swasta Imelda.

4. Verification / conclusion

The final stage in qualitative data analysis is obtaining results conclusion/verification (Sugiyono, 2013:343), in this stage the researcher will provide answers to problem formulations that have been formulated from the start study. This means that the data and information that can be obtained can be measured through respondents who are actually perpetrators or at least understand the problem being raised. In this section, the researcher draw the conclusion from the data get through observation, interview and documentation about creating video content process in Speaking classroom at English Club Extracurricular at SMA Swasta Imelda.

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E. Trustworthiness

This research uses “credibility” to build trust. Credibility refers to whether findings are acceptable to research subjects and readers (Bryman, 2012; Miles & Huberman, 1994).

Creswell (2012) states that triangulation is the process of confirming different individuals, types of data, or data collection methods.

Method triangulation, investigator triangulation, theory triangulation, and data source triangulation were used to create credibility in this research. Method triangulation involves the use of multiple methods to gain a comprehensive understanding of a phenomenon. Investigator triangulation involves the involvement of multiple researchers to confirm research findings. Theoretical triangulation uses multiple theories to build a comprehensive understanding of a phenomenon, while data source triangulation involves combining multiple data sources from informants in qualitative research to develop a comprehensive understanding of the phenomenon. phenomenon (Patton, 1999). In this research, researchers re-examined data obtained from various sources, such as observations and interviews. Therefore, when researchers find data about creating video content interview processes, the data is then checked again using other instruments to investigate the clarity of the data obtained.

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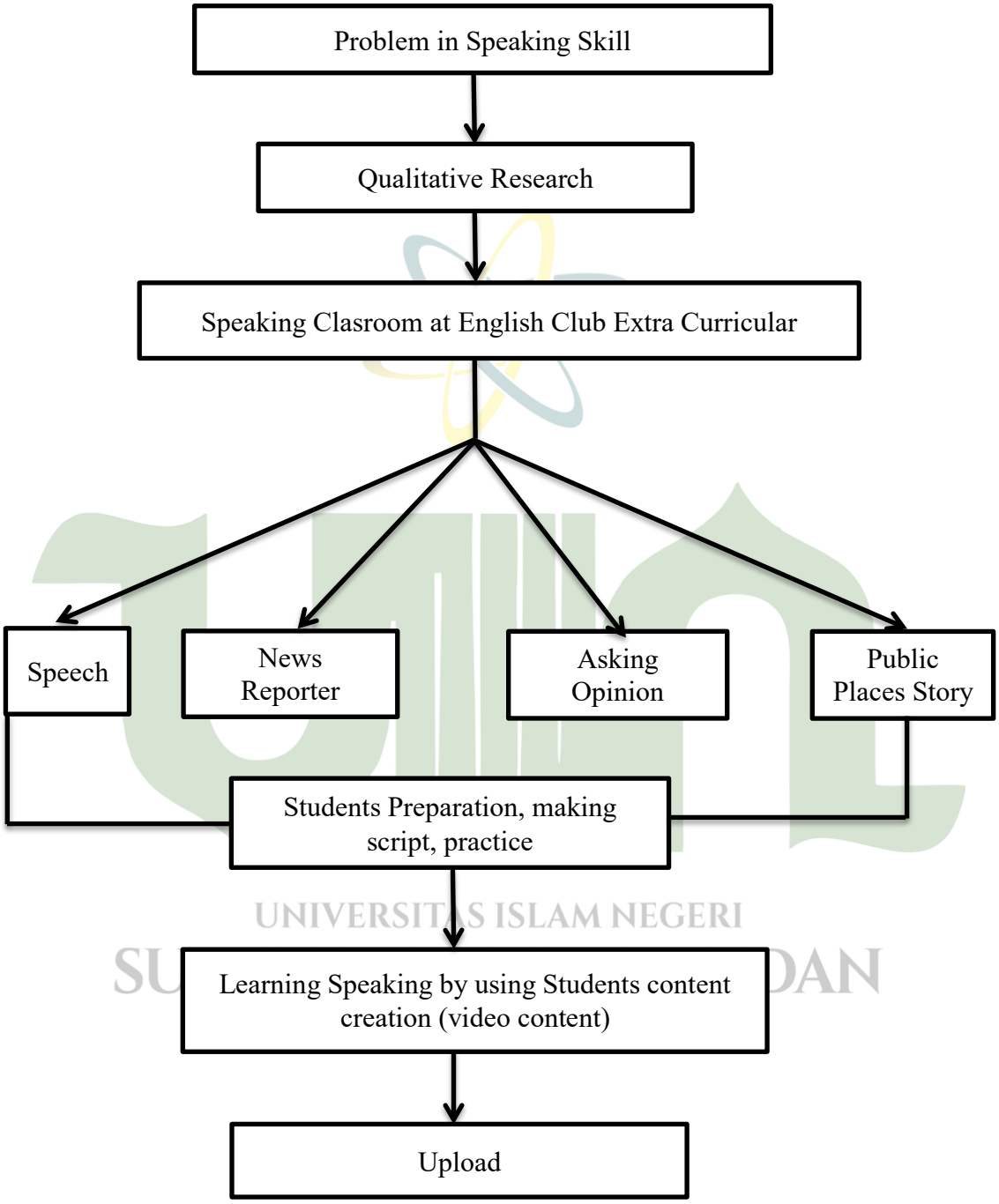
Research flow chart :



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