

Chapter Three

Methodology

This chapter discusses the methodology used by the researcher in this study. There are six sections namely research design, research setting, research participants, data gathering technique, data collection procedure, and data analysis. Several theories are also included in this chapter to support the methodology in this study. This chapter also provides all of the information of how the data were analyzed.

Research Design

The aim of this research is to discuss the response of university students for reviewing a book in the podcast form including the steps, the benefits and challenges from the students' view point. According to the purpose of the study, this research used the qualitative research approach. Qualitative research approach is a type of research which collects and works with non-numerical data seeking to understand meaning from these data of targeted population or place (Creswell, 2012). Because of the topic of this research is a current phenomenon in one of private universities in Indonesia, this research needs deeper information from the students' side in a qualitative study. Creswell (2012) argued that the information from the literature about the phenomenon of study is little so that the researcher needs the participant to give more information through exploration. The other reason is qualitative research produced many needed things in this research such

as explanation on people's feeling, opinion, and explanation. Therefore, the researcher decided to use qualitative research approach as the research design.

In addition, the descriptive qualitative research was used as the research design in this study. Lambert and Lambert (2012) argued that the descriptive qualitative study's goal is a comprehensive summary of specific events in any terms which is experienced by people. The statement mentioned is in line with the objective of the study because the researcher wanted to find out the students' experience of sharing their book review through podcast event.

Research Setting

This study was conducted at English Language Education Department (ELED) of one private university in Yogyakarta. The researcher chose this department because a teacher in the department implemented extensive reading in her reading classes and one of the activities was making a podcast to review a book. For the other reason, the researcher has an access to the university, so it eases the collection procedure.

For the time setting, this research started in September 2018. The researcher needed four weeks to finish writing the introduction of this research. The second chapter which was literature review was finished in five weeks. Then the researcher needed three weeks to write the methodology chapter. In addition, the researcher conducted the interview to collect the data for three days in January 2019. The data transcripts were done in a week after the interview. Afterwards, the researcher finished to analyze the data in a week then started to write the fourth chapter of finding and discussion.

Research Participants

The participants of this research included four students in batch 2018. Four participants were enough for the researcher to collect the data because the data were rich and deep. The considerations for choosing target participants are they should be active and interested in having experiences for sharing book review through podcast. Moreover, the researcher collected the data from the participants with two different reading habits to get both perceptions. Two of the participants like reading and the others might not keen on reading.

The researcher asked their teacher to get recommendation for the participants. All of the participants in this research are female. For keeping the identity private, the participants' name of the research presented with pseudonyms. They are Luna, Ginny, Bella and Sissy. Luna and Sissy do not keen on reading. Besides, Ginny likes reading since she was a child and she also likes editing video. Bella as the third participant likes reading comics a lot. She read twelve English books and two Indonesian language books during the extensive reading class.

Data Gathering Technique

For the data gathering of the research, the researcher used an interview. Through the interview, the researcher got a lot of deep information related to the conducted issue to answer the research questions. It was supported by Laing as cited in Cohen, Manion and Morrison (2011) remarked that the interview is not only the subjective or objective but also it is intersubjective. The researcher used this interview because the participants could express more about their own

opinion towards the issue freely. The interview is done in a verbal way because it was necessary for the researcher in obtaining the rich data. Oppenheim cited in Cohen et al (2011) argued that the interview has higher level of response rather than questionnaire, and it happens because the interviewee will be more involved and motivated in the interview as well.

The type of interview used in this research was a standardized open-ended interview. The reason is the accurate wording and sequences of questions are determined in advance using interview guideline. Using this type of interview, a standardized open-ended interview made the whole data of the topic was completed by a participant. Besides, open ended items were used as the construction of schedules. Those were several reasons for choosing this kind of schedules construction. Open-ended item was flexible, and it made the interviewee went depth if the interviewee wanted. Besides, fixed misunderstanding event can be the way to test the limitation of the participants' knowledge (Cohen et al, 2011). The interview guideline was designed to be indirect question. The open ended items leded the participants to express the whole information related to the topic because the questions indicated general problem. Besides, Tuckman cited in Cohen et al (2011) suggested that by creating the aim of the question less obvious of the indirect approach may produce frank and open responses.

The response mode that the researcher provided was an unstructured response. Unstructured response allowed the participants to give the answer in any ways they wanted. Moreover, it was because the researcher expected the

participants to answer the questions deeply with their whole expression. Using this response meant that the questions did not limit the participants to give the information to the researcher. As mentioned by Cohen et al (2011), although the researcher has small control over unstructured response, it gives the participants a freedom to answer with their own thoughts.

Research Instrument

To collect the data, the researcher used an interview guideline. The researcher also used some tools to ease the interview such as mobile phone recorder, pen, and note. The interview guideline contained main questions and the follow up questions which helped the researcher to ask the participants easily. The mobile phone recorder was used by the researcher to record the conversation between the researcher and the participants during the interview. Besides, to take a note about the important thing from the interview, the researcher used a pen and a note.

Data Gathering Procedure

The researcher started the data gathering by creating the interview guideline related to the purpose of the research. After the interview guideline was fixed, the researcher started contacting the participants through social media to ask for permission to be interviewed. After they agreed, appointment for interview with each participant was arranged.

Bahasa Indonesia was used as the language to do the interview because both the researcher and the participants use *Bahasa Indonesia* as their daily language so that the researcher could get deeper and clearer information and the

participants could express what they wanted to say confidently without linguistic problem. It also aimed to make the interview easier and more understandable for both researcher and participants. In addition, the interview was done around fifteen minutes for the participants to answer all of the questions. Furthermore, the tool which was used in this interview was a voice recording application from the mobile phone and the interview guideline. Additionally, Fowler as cited in Cohen et al (2011) argued that the ways of an interview should be explained followed by how the ways to record, and these kinds of procedure should be observed throughout.

Data Analysis

After conducting the interview, the researcher started analyzing the data. The first step that the researcher did was transcribing or writing what the participants said in the interview into written text. The transcription was complete as what the participants said in the recording even though it does not answer the questions. Besides, it was conducted in order to ease the data analyzing to find out the answers of the asked questions. Afterwards, the researcher translated the transcribing into English. To keep the participants' confidentiality, the researcher used pseudonym names for each participants as mentioned in the research participant.

Moreover, after transcribing the data, the researcher did the member checking. The researcher gave the transcription to the participants to ask for the participants' clarification whether the data was the same as what the participants said. Member checking was also used if the participants want to clarify their

statement after the researcher gives the transcription. All of the participants have checked the transcription and they agreed for the data accuracy.

The next step for doing the data analysis is coding. According to Kerlinger as cited in Cohen et al (2011), coding can be defined as the translation of response from the participants to specific categories, and it is necessary for the purpose of the analysis. Coding can also ease the researcher to recognize similar information. Thus, many experts suggested the step of coding with such different names but most of them are actually in the same purpose.

In this study, the researcher followed the coding step suggested by Saldana (2009). There are six steps for doing the coding in qualitative research. The first step was verbatim. In this step, the researcher made the transcription of the interview into text. The transcription was real and authentic without any addition. The second step was doing the probing to deepen the facts. The third step was condensing of the facts. In this step the researcher constructed the participants' sentences into grammatical sentences without giving any opinion. Then the researcher did an interpretation as a way to categorize the facts into themes. In the fourth step, the researcher collected the similar facts. In this step, the researcher collected the similar points from some participants' interpretation that the researcher did in the previous step. In the fifth step was determining the categorization. After having similar facts from some participants, the researcher put those facts into some categorizations. The last step was building the concept and narration. In this step, the researcher concluded the interview data to answer

the research questions. The categorizations that the researcher found before were discussed in this research to have a new theory from the conducted study.