Chapter Three

Research Methodology

This chapter discusses the methodology used by the researcher in this study. Besides, this chapter explains how to conduct and collect the research data. There are seven sections of the methodology namely research design, research setting, research participants, data collection method, data collection instrument, data collection procedure, and data analysis. Several theories are also included in this chapter to support the methodology in this study.

Research Design

The research aimed to investigate the roles of Instagram and its activities in developing students' English language skills at English Language Education Department (ELED) of a private university in Yogyakarta. The researcher used a qualitative research design for this study. According to Cresswell (2012), a qualitative research design is a type of education research method which was the best way to investigate a problem and elaborate a specific and detailed understanding of the main problem. Therefore, the qualitative approach was an appropriate method applied in this research because it could help the researcher to find out about Instagram users in a specific and detailed understanding of the research.

The researcher applied a descriptive qualitative design for this study. Merriam (1998) stated that the goal of qualitative descriptive study is a comprehensive summarization of specific events experienced by individuals or

groups of individuals in everyday terms. Based on Merriam's statement, if the researcher adopted a descriptive qualitative design, she could attain specific information from the participants. Therefore, it could prevent misunderstanding in collecting the data and specific information deeply.

Research Setting

This research was conducted at a private university of Yogyakarta. The researcher chose the setting of the research because based on the researcher's observation, ELED of a private university in Yogyakarta was one of the places in which most of the students were the Instagramers. Instagram was used for them to learn in outside classroom. It does not always mean that they want to be entertained. However, to some extent, they learning. Besides, it was accessible for the researcher to conduct the research at that place. Students do not need to ask for permission to access Instagram in their outside classroom.

The data was collected in March 2019. Collecting and analyzing the data were conducted for three months. It began from March until May 2019. The researcher spent a week to analyse the data.

Research Participants

The participants of this research were four ELED students batch 2015 at a private university in Yogyakarta. As senior students, the ELED students of batch 2015 had the most experience in developing English language skills. This research applied the purposive sampling for the research sampling technique. Cohen, Manion, and Morrison (2011) stated that a purposive sample has been chosen for a specific purpose. Besides, the researcher had the suitable criteria for the research

participants. The participants of the research were determined based on the criteria specified by the researcher. Additionally, the researcher had three criteria for participants in the research. Firstly, the participants had and had activated the Instagram account on their mobile phones. Secondly, the participants have followed the account of the English content. Thirdly, the participants had already made English language content using Instagram. Those criteria are selected to make sure that participants actively using Instagram both receive and produce English language contents.

The researcher chose the participants through observation. The researcher used a semi-structured observation. Cohen, Manion, and Morrison (2011) stated "A semi-structured observation will have an agenda of issues but will gather data to illuminate these issues in a far less predetermined or systematic manner" (p.457). The researcher observed some English accounts. Then, the researcher collected the Instagrams' account who were students' ELED batch in 2015. Some students followed English language accounts like English language Institution, beauty vlogger or western artist. Next step is researcher chosen Instagram account who most active use English language to access Instagram. Some students made Instastory using English language or write English captions. The researcher chose four students to be research participants. Four participants are enough to collect the data and there was no limit to the amount of the participants on qualitative research. Besides, the participants were assigned to be pseudonyms to keep their identities namely Angga as first participant, Budi as a second participant, Chelsea as the third participant, and Dita as a fourth participant. The researcher used a pseudonym

because the researcher intended to keep personal information of the participants. According to Allen and Wiles (2016), a pseudonym is an unreal name which is often used by a researcher or writer to personally keep participants' privacy. The researcher listed the followers of the English Instagram users, ELED of Private University in Yogyakarta students who were in batch 2015. That way, the researcher observed the candidates for the participants in a week by determining the active followers of the English account on Instagram.

The first participant was a male student of ELED at a private university of Yogyakarta batch 2015. The first participant, Angga had an Instagram account. He also followed some English accounts on Instagram such as @teacherjoe and @skinnyfabs.

In addition, the second participant was a male student of ELED at a private university in Yogyakarta batch 2015. The second participant was Budi. He had an Instagram account, and he followed English constitution account and some English accounts on Instagram. The interview was held on 9 April 2019 at ELED Private University in Yogyakarta office.

The third participant was a female of ELED student at a private university in Yogyakarta batch 2015. The third participant, Chelsea had Instagram account. She followed English accounts such as western artists and beauty vloggers. The interview was conducted on 15 April 2019. Hence, the interview was held by voice note in WhatsApp because the third participant was not in Yogyakarta.

The fourth participant was a female student of ELED at a private university batch 2015. The fourth participant was Dita. She had an Instagram account and

followed English account such as western artists. The interview was conducted on 15 April 2019 at her home.

Data Collection Method

The researcher interviewed as the data collection method. According to Cohen, Manion, and Morrison (2011), the interview is a flexible instrument for data collection and allows the multi-sensory channels used in verbal, non-verbal, spoken, and heard. The researcher interviewed to answer the provided research questions. The researcher confirmed the results of the interview to the participants on the use of Instagram in English language learning at ELED of a private university in Yogyakarta. In addition, the researcher interviewed to answer the first research question which was about the advantages of Instagram to develop students' English language skills. Besides, the second research question was the students' activities in using Instagram to learn English language.

The type of interview used in this study was standardized open-ended interviews because the researcher wanted to reduce interviewers' bias and effect when doing the interview. In the open-ended item, the participants supply frame of reference and put a minimum of restraint on the answers and the expressions (Kerlinger as cited in Creswell 2012). The construction of schedules used by the researcher was open-ended items because the open-ended questions were flexible. Cohen, et al. (2011) mentioned that there are several advantages of the open-ended questions, and those are flexible. Also, they enable the interviewers to investigate so that they may go into more in-depth information or correct any

misunderstandings. Regarding the statement mentioned, the researcher decided to choose open-ended questions for the collection of data.

The question format used by the researcher was an indirect question because the researcher could attain forthright and open responses. The indirect form is more likely to result in forthright and open responses (Cohen, et al., 2011). The researcher applied an unstructured response to this research. For the reason, the unstructured response as a response mode could give the participant the chances to answer the provided questions openly. Besides, the research needed clear, deep, and complete answers from the participants. The researcher chose unstructured responses for this study because the researcher could get participants' answers in whatever way they choose. Cohen, at al. (2011) said that the unstructured responses allow the participants to explore their answers in any way which they choose to.

Data Collection Instrument

The instrument of the research was interview guideline. Researcher designed the interview guideline to make the interview to be organized properly. The instrument needed for this research was interview protocol. Jacob and Ferguson (2012) stated that an interview protocol is a list of interview questions and procedural guidelines for interviews. In the interview protocol, the researcher made the interview guideline and the information clearly. Therefore, the instrument of this research consisted of two main questions and ten follow up questions for each participant.

The tools of the research were a smartphone, a note, and a pen. Furthermore, the researcher used a smartphone. The smartphone was used to record the

participants' voice during the interview and measure the duration of the interview being conducted. The duration of interview was approximately five until ten minutes for each session. Besides, the researcher used the note and pen to write the important points of the interview which was done to follow up the unclear participants' answers during the interview. Researcher and participants used *Bahasa Indonesia* in conducting the interview. As a reason, *Bahasa Indonesia* was the first language of researcher and participants in order to make them communicate well during the interview being conducted.

Data Collection Procedure

The first step of the data collection procedure was creating the interview schedule to construct the data collecting. Then, the researcher searched the phone number of the participants and contacted them to arrange a schedule. The researcher contacted each participant via WhatsApp. The researcher got an agreement with the participants to ask for their free time. Afterward, the researcher and the participants decided the place and time of the interview. The language used in interview and communication was Indonesia language. For the reason, Indonesia language is the researcher and the participants' first language. That way, interviewing Indonesia language could reduce misunderstanding and ease the researcher and the participants in having a conversation and communication during the interview.

To interview with each participant of the research, the researcher met the first participant, Angga on Monday, 8 April 2019 and had the interview around seven minutes. Then, the researcher interviewed the second participant for around ten minutes. Budi on Tuesday, 9 April 2019. Besides, the researcher interviewed

with the third participant, Chelsea through WhatsApp using a voice note on Monday, 15 April 2019. At last, the researcher interviewed Dita as the fourth participant and had a conversation around eleven minutes on Monday, 15 April 2019.

Data Analysis

After collecting the data through the interview, the next step was analyzing the data from the participants. Analyzing the data was conducted to identify and find out the answers regarding the research questions. There were some stages in data analysis namely transcribing the data, member checking, and coding the data. Therefore, each stage of the data analysis is explained in the following paragraphs in detail.

Transcribing. The first step of data analysis was transcribing the result of the interview from every participant's words, phrases, and sentences. Creswell (2012) maintained that transcribing the result of interview is the procedure of translating recording or field notes into the form text data. Besides, transcribing is a process of data analysis where the researcher represents the translation from an oral form into written language form. Additionally, he also mentioned that audio-recorded interviews were transcribed verbatim. In addition, transcribing is a procedure done to represent the oral or interpersonal system written language system and involves the changing audio of an interview into narrations (Cohen, et al., 2011). Researcher recorded the interview conversation. Researcher translated the recording or field note into the text data. Additionally, the researcher used a pseudonym such as Angga as the first participant, Budi as the second participant,

Chelsea as the third participant, and Dita as the fourth participant because the researcher intended to keep personal information of the participants. Besides, Allen and Wiles (2016) asserted that a pseudonym is an unreal name which is often used by researcher or writer to personally keep participants' privacy.

Member checking. After transcribing the data, the second step of the data analysis was testing the validity using member checking used to ensure the interview results. Birt, Scott, Cavers, Campbell, and Walter (2016) said that testing validity or member checking is a particular technique to find out the credibility and trustworthiness of a result of the data from the participants whether it is accurate or not. Besides, Charmaz as cited in Harvey (2014) stated "Member-checking is a procedure of taking the idea to the participants and collect the materials to elaborate the categories" (p.111). Researcher follow up of the participants' answers, and the researchers asked the participants the unclear information to prevent misunderstanding answers from the participants. Then, the researcher gave the transcription of interview to each participant to avoid any misunderstanding. The participants' answer was not any improved and other additions.

Coding. The last step of data analysis was coding. Coding is the process of creating and categorizing text to form details and broad themes in the data (Creswell, 2007). Mahpur as cited in Saldana (2009) stated that coding is the transition process between wider data sets and data analysis. He also added that coding is a way of getting words or phrases which determine the existence of prominent psychological facts, capturing the essence of facts or marking a strong emerging psychological attribute of any number towards the languages or visual

data. Saldana (2009) explained that coding involves the codes capturing the main contents and essence. In addition, Cohen, Manion, and Morrison (2011) mentioned that there were four steps in doing coding such as open coding, analytical coding, axial coding, and selective coding. Hence, for more detailed information each coding step is explained in the following paragraphs.

Open coding. The first step of coding was open coding. Open coding is a process to code important answer from the participants. Open coding can be performed on a line-by-line, phrase-by-phrase, sentence-by-sentence, or paragraph-by-paragraph (Cohen, Manion, & Morrison, 2011). Strauss and Corbin as cited in Cohen, et al. (2011) stated that "open coding is simply a new label that the researcher attaches to a piece of text to describe and categorize the piece of text" (p.561). The simple new label aims to describe the data transcription from the participants' answers. Also, the code used can be either numbers or letters. For example, X.1.1 is a code of sentence which answers the research questions. The X word was the participant, number 1 is the first research question, and another number 1 is the sequence number of the answer related to the research question based on the participants' answers from the interview dialogue or conversation.

Analytical coding. After doing the open coding, the researcher did the analytical coding. This step was how the labels from open coding were changed to be theme. Also, the researcher selected data to make as much code as possible which could be suitable to the axial coding. Cohen, et al. (2011) mentioned that in analytical coding, group of the descriptive code should be explained deeper and becomes more interpretive. Besides, the researcher gave a descriptive code to each

key sentence in each sentence. Additionally, Cohen, et al. (2011) also stated that analytical code is more than descriptive coding, and it becomes more interpretive.

Axial coding. The third step of coding was axial coding. In axial coding, the researcher classified the similar meaning of the label. Cohen, et al. (2011) maintained "Axial coding is a category label ascribed to a group of open codes whose referents were similar meaning" (p.561). In axial coding, the researcher looked for some words with a similar meaning and grouping for each similar meaning. Besides, axial coding is a step to categorize labels with similar meanings (Cohen, et al., 2011). In this step, the researcher chose the results of the open coding which had the same meaning and theme group. Also, the researcher searched for some words which had similar meaning. In axial coding, the researcher grouped each similar meaning. There were seven categories of the roles of using Instagram to develop students' English skills which answered the first research question. Those categories were developing students' listening skill, developing students' speaking skill, developing students' reading skill, developing students' writing skill, developing students' grammatical mastery, developing students' pronunciation, and developing students' vocabulary. In addition, there were seven categories of students' activities to develop their English skills. Those categories were following English account, joining online quizzes, watching English video, reading English captions, writing English captions, making English video or Instastory, and commenting English posts on Instagram.

Selective coding. The last step of coding was selective coding. According to Cohen, et al., (2011), selective coding identifies point category and collected

them to the related theories. Selective coding explores whether the data from axial coding is appropriate to answer the research questions or not. The researcher looked into axial coding and selected the categories which one was appropriate to be used in selective coding. For example, the researcher summarized the sentences in axial coding and turned them into better sentences to be more appropriate to be used in selective coding and answer provided research question. Then, the researcher also connected the results of the interviews with the appropriate and existing theories. After conducting the coding in data analysis, the researcher reported the data by explaining in the form of paragraphs to answer the research questions in finding and discussion especially in chapter four.