

## **CHAPTER III**

### **RESEARCH METHOD**

#### **A. Research Design**

In this research, the researcher wants to describe the use of Instagram in learning English. This research is categorized as descriptive qualitative research.

Qualitative research is concerned with developing explanations of social phenomena. It aims to help us to understand the social world in which we live and why things are the way they are. It is concerned with the social aspects of our world and seeks to answer questions about:

1. Why people behave the way they do
2. How opinions and attitudes are formed
3. How people are affected by the events that go on around them
4. How and why cultures and practices have developed in the way they have

(Hancock, 2009)

In a health or social care setting, qualitative research is particularly useful where the research question involves one of the situations below and people's experiences and views are sought:

1. Exploration or identification of concepts or views
2. Exploration of 'implementability'

3. The real-life context
  4. Sensitive topics where flexibility is needed to avoid causing distress
- (Hancock, 2009)

## **B. Research Setting**

This research will be conducted at Antasari state Islamic University of Banjarmasin. It is located on Ahmad Yani Street km 4.5, Kelurahan Kebun Bunga Banjarmasin, South Kalimantan.

The researcher decides to choose this location because the researcher would like to know how the ways of Antasari State Islamic University students' in learning English using Instagram. The researcher conducts the study about 2 months, it started from December 2020 to February 2021.

## **C. Participants**

The participants of this study are 10 students of Antasari State Islamic University. The samples are chosen based on some criteria that have been specified by the researcher. The samples categories are;

1. The active user of Instagram, who has an Instagram account for at least 6 months.
2. Following the English learning accounts.

There are two main criteria used in selecting the research subjects. First, information-rich cases from which investigators can gain broader and

deeper understandings about the phenomenon under the study, and thus the samples are usually small. Second, "achievable" means that easy to catch up or meet and willing to share information with researchers (Patton, 2014). Furthermore, the researcher chooses the sample based on Patton's criteria.

#### **D. Research Instrument**

The research instrument in this study is the researcher herself. In qualitative research, the instrument is the researcher him or herself. Hence, the researcher should be validated by themselves about their ability in conducting research.

#### **E. Technique of Data Collection**

The techniques of data collection in this research came from several steps which involved the learners who give the needed information through interview and documentation. Beside it, the researcher was also doing an additional sources such as voice recording, screenshot of Instagram posts, etc.

##### **1. Interview**

The researcher uses interview to collect the data. Interview is data collecting technique in which the researcher interacts to the participants to ask particular information. The researcher uses structured interview in

interviewing the participants. The researcher interviews the Instagram users via Whatsapp by giving 5 questions related to the research.

## 2. Documentation

This documentation aims to get deep information about the whole process of primary subjects. The documentation was the screenshot of the features on Instagram which is used by the students in learning English.

## **F. Data Analysis**

The data analysis for this research has several procedures which need to be done to answer the questions of this research. In this step, the researcher seeks to analyze all of data collected to gather the information which would answer the question of this research. There are several aspects in data analysis which important to do. Those are data reduction, data display, and the last is conclusion.

### 1. Data reduction

Data reduction is done by summarizing field notes by separating main things related to research problem and then arranged systematically to describe and ease the data searching if sometimes it is need. Then, not all the data that collected by researcher were important, means there would be unimportant information that must be ignored and must be reduced because it did not support.

## 2. Data display

Data display is used to know the entire description of the result either in form matrix or coding. If it has done by researcher then, the researcher make the conclusion and verify to the meaningful data. As the second step, the researcher has to consider what researcher should do.

## 3. Conclusion

From the data collection, the researcher draw conclusions from the data that obtained. Thus, the data can be used for answering the research question. In this research, the researcher collects the data by conducting the interview for answering the research question.