

CHAPTER III RESEARCH METHOD

A. Research Design

This study uses a qualitative descriptive research method, which aims to provide an in-depth and contextual description/explanation of English educational content on the @speakenglishwithmish's account. The researcher uses a qualitative descriptive method because the researcher explores the content on the account by describing what English learning is obtained from the account, what English skills can be developed from the contents and what the benefits of learning English through social media.

According to Cresswell (2013) states that qualitative research is more descriptive. So the research results in the form of words or written descriptions to explain the result of research. This opinion also states by Moleong (2001) that in qualitative research, the data generated in the form of written words or written explanation of the object being observed or the person being interviewed as a source of information.

In summary, a descriptive qualitative research is selected by the researcher because it deals with the phenomenon of English educational content. The results of this research were described descriptively. This study also used data from observation on instagram account @speakenglishwithmish and interview from followers of the account.

B. Subject

The subject in this research was 164 videos of the 239 posts containing English educational content videos by Instagram accounts @speakenglishwithmsh. English educational content videos from the account as a subject of this research.

C. Data of The Research

The data in this study are English skills, English materials and the benefits of learning English through social media Instagram.

D. Technique of Data Collection

In this research, the researcher uses two techniques to collect data. The researcher did some ways to collect data, as follows :

1. Observation

Observation is the first technique in this research. For the first step, the researcher watched all videos from the Instagram account @speakenglishwithmish which contained English educational content, totally 164 videos. The researcher listened and watched Mish's videos and recorded everything she explained or said based on the category of English skills. This step is completed by an observation sheet that is included in the category related to English skills that can be learned from the video, the English material delivered from the video, and the benefits derived from learning English through Instagram social

media, especially from the English education account @speakenglishwithmish. . Researcher examined the English video content 2 times, on May 15th for 60 videos, May 17th for 60 videos, and May 21st for 44 videos. After obtaining the data the researcher wrote several important things to make it easier for the researcher to collect the data included in the answers to the research questions.

2. Interview

Interview is a conversation between participants and interviewers, to find out what English material they can learn, what skills can be improved and trained and the benefits of learning English through English educational content videos from @speakenglishwithmish accounts. Researcher selects 5 followers and interview the followers by sending questions about 4 questions on WhatsApp.

E. Data Analysis

After the data collected from observation, the researcher will analyze the data. The researcher uses four stages of data analysis, as follows:

1. Data Reduction

In this step, the researcher will choose important data from observation and interview. For observation the researcher would reducing the data of observation after two times observation. The data was taken related to the kinds of English skills, English material, and the benefits from the English educational content. After getting the

selected finding for the three research questions, then the researcher add deep information by reducing the data of the interview after interview the 5 followers for the three research questions.

2. Data Display

After collecting and reducing data, the researcher will display the data in organized and compressed information that will lead the conclusion. The function of data display is to perform accessible, compact and organize information of data. In displaying data, the researcher described data that have been reduce into 3 tables based on categories follows by descriptive text to explain the tables. The first tables consist of the material contained in the English educational content, the second table consist of the English skills that can be learned and developed from the English educational content, and the third table consist of the benefits of learning English through social media especially instagram.

3. Drawing Conclusion

After finishing the first step and the second step on data analysis, the last step in this analysis data is drawing conclusion. The researcher drawing conclusion from the data obtained, so the data could answer the research question