

## **CHAPTER III**

### **RESEARCH METHOD**

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

This study's findings were produced using a qualitative descriptive research approach. Qualitative research techniques are designed to reveal how a target audience behaves and perceives a specific topic. The researcher interprets how the subject derives meaning from their environment and surroundings, and how these meanings affect their behavior, qualitative research aims to gain an in-depth understanding of human and social problems, as opposed to merely describing the surface of reality, as is done in quantitative research with positivism. Research is conducted in a natural setting, with no manipulation or treatment of the variables involved.

#### **B. Research Setting**

This The researcher conducted this research at SMAN 7 Banjarmasin, South Borneo. Specifically in English Smaven Debate Club of SMAN 7 Banjarmasin. The researcher choose English Smaven Debate Club as the research location because based on the researcher's direct observation, the students of English Smaven debate club have excellent speaking ability. Most of them using TikTok as learning tool to learn English.

### **C. Subject**

During the collection of the data, the students who are taken as the subject of the research are students of English Smaven Debate Club in SMAN 7 Banjarmasin Data. 10 students had done interviewed and observed on this research.

### **D. Data**

The researcher collected data by asking students to fill out a questionnaire for student's perceptions toward tiktok as learning media to develop speaking skill. Then the researcher asked several students who had filled out the questionnaire to be interviewed about student experience about using TikTok for learning speaking, and the advantages in the use of TikTok.

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

In this thesis, the researcher used interview and observation. The technique be describe below :

#### **1. Interview**

Interviews served as the instrument for this study. The purpose of the interviews was to collect additional data, gain a deeper understanding of social and cultural situations or conditions through the interviewee's language and expressions, and shed light on previously unidentified

issues. Based on the questionnaire, the researcher poses several open-ended questions. If the interviewee has difficulty responding or only gives a brief response, an open-ended question allows the interviewer to use cues to encourage them to continue considering the topic. The interview used for identify the students perception.

## **2. Observation**

The role of researcher in conducting the observation in this research is non participant observer where the researcher visits the site and records note without being involved in the activity of the participants. The data discovered by observation is the speaking ability of students English Smaven Debate Club in SMAN 7 Banjarmasin. This observation is only used to support the data.

## **F. Data Analysis**

An interactive analytic model was employed to analyze the data in this study. In this research, the researcher would apply Miles and Huberman (2014) model to analyze data. There are two activities: data reduction, data display, and conclusion. The two activities can be explained as follows:

### **1. Data Reduction**

Data reduction is a process of selection that focuses on the simplification, abstraction, and transformation of raw data derived from written records. It is the process of decreasing the amount of

data required to be stored in a data storage environment. The researcher in this study selected data obtained during the study regarding Students' Perception towards TikTok as a new Learning Media to Develop Speaking Ability, then classified and selected the data in a straight forward manner. A questionnaire provided the first source of information. The researcher uses data reduction to determine if tiktok as a new learning medium enhances students' speaking skills. Through interviews, the researcher then provided more in-depth information about the learning process and their impressions of using the media.

## **2. Data Display**

Data display is the activity of arranging a collection of information in a way that facilitates drawing conclusions and taking action. At this point, the researcher graphs the questionnaire data to determine which outcomes have the greatest impact on students' perceptions of tiktok as a new medium to develop speaking skills. The researcher then described the interview data through narrative text. The purpose of narrative text is for the researcher to reveal previously classified information on students' perceptions of tiktok as a new learning medium, as well as the processes and strategies used to improve speaking skills.