

## **CHAPTER III**

### **RESEARCH METHOD**

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

The research design of this study is qualitative content analysis method, namely content analysis. Content analysis is a theory-driven framework (Creswell & Creswell, 2018). The naturalistic-interpretation paradigm has an impact on qualitative research. To do this, they pay close attention to processes, occurrences, and intensity as they attempt to construct reality and grasp its significance. The content analysis approach required careful attention to the communication phenomena, the formulation of a clear research question, and the orientation of all subsequent efforts toward achieving that goal. Based on the literature review was constructed.

Qualitative research aims to find answers to questions that occur in a social order and groups or individuals that exist in that order, in this research the researcher only observed and understood the interactions that occur in the social order through symbols, traditions, social structures, roles social and other, supported by concepts, theories, and facts following existing conditions.

This research analyzed Audio storytelling content found in Spotify. Specifically, from popular active channels that are focused in storytelling content. The contents taken then analyzed of its characteristic, difficulty, and the potential outcome.

## B. Research Subject

The research subjects in this research are the contents audio storytelling of the channels in Spotify there are three channels that specifically selected by filtering channels according to its content types, popularity, level of difficulties and rate of activity. The channels are Easy Stories in English, Lovely English Stories, Lovely English Stories.

The first channel was Easy Stories in English. In this channel the content creator focusses on providing audio storytelling. It's one of the most popular storytelling channels on Spotify, it can be seen from the rating, it rated 4,9 out of 5 by 1000+ users on Spotify. It has 172 different stories which categorized into 3 level based on the difficulties; beginner level, intermediate level and advance level. This channel still active and constantly adding audio every two week.



Figure 3.1 Easy Stories in English Channel on Spotify

The second channel was Lovely English stories. This channel focused on providing Storytelling contents. It's has more than 72 contents that has been uploaded which categorized into 3 level based on the difficulties; beginner level, intermediate level and advance level. The channel still constantly adding more audio storytelling contents weekly. It's also popular among Spotify listeners and it has 4.6 out of 5 rating by 83 users.

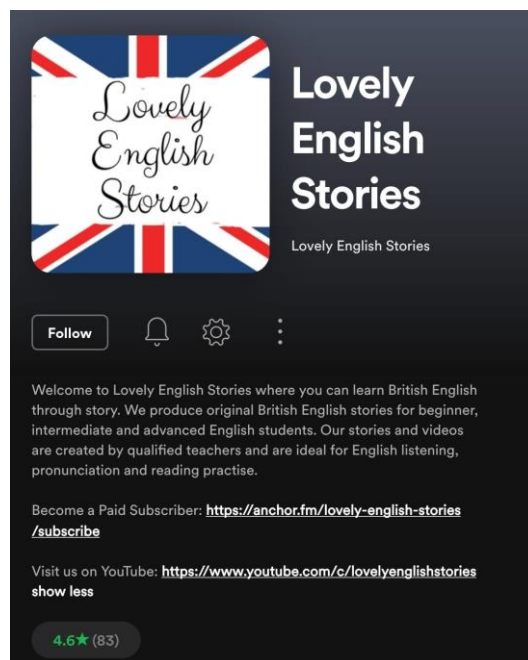


Figure 3.2 Lovely English Stories Channel on Spotify

The last channel was Practicing English by M.A Bibrough. This channel has a much contents of storytelling, it's has more than 130 contents uploaded which categorized into 3 level based on the difficulties; beginner level,

intermediate level and advance level. The channel still active uploading audio every week. This channel has rated about 4.8 out of 5 by 211 users on Spotify.



Figure 3.3 Practising English Channel on Spotify

### C. Data

The data were taken from 3 channels on Spotify, namely Easy Stories in English, Lovely English Stories and Practicing English. And the data is some English Storytelling Contents.

### D. Technique of Data Collection

This research conducted by implementing documentation, the researcher begun from surfing on Spotify to find channels which provides audio storytelling contents. The channels then filtered to match the categories set by the researcher. The categories are: focus, popularity and rate of activity.

The researcher then eliminated some of the channels that didn't match on categories set by the researcher. The researcher eliminated some channels that didn't focus on audio storytelling content, the channel such as Listening Time which also provide some podcasts has been eliminated. Then some channel with low popularity such as Stories for Kids and Fairy Tales which have lower than three rating has also been eliminated. Finally, some channel that has low activity rate such as English Stories which has not been adding new content to the channel and English Stories Taller which only adding new content every two or more months have also been eliminated. The researcher downloaded a sample audio based on level of difficulty from each channel, the audio chosen randomly following random sampling technique.

#### **E. Analysis Technique**

The collected data was analyzed by the researcher using the technique of content analysis. According to Neuendorf (2016), an expert in the field, content analysis is a research method that systematically examines and interprets communication messages. The method can be applied to analyze different types of text-based data such as written texts, images, and audio recordings. The researcher used this technique to investigate the data and gain a better understanding, as suggested by Ghonny and Almanshur (2012). The analysis process involved several stages including selecting the audio storytelling content, determining the unit, identifying the categories, selecting the final categories, and finally analyzing and interpreting the findings.