

CHAPTER III

RESEARCH METHOD

A. Research Design

Based upon the research goal, the researcher wants to get more detailed information about the improvement of the English language skills of the subscribers' of the mmmEnglish YouTube channel, to solve the problem of whether customers who watch videos produced by uploaded mmmEnglish can improve their abilities English proficiency or not. This study employs qualitative research. In this type of research, the researcher collects, categorizes, analyzes and concludes from the analysis, without making generalizations. Creswell (2018) claimed that qualitative research is research that aims to investigate and interpret individuals or groups as social or human problems. To know and know why and how social phenomena appear. The final report of this research is in the form of introductory text, literature and theory, methods, results, discussion and conclusions. This research is also a qualitative descriptive research. Qualitative research is used because the results of the analysis are a description of the phenomenon.

Rusandi & Muhammad Rusli (2021) pointed out that a case study is a research project in which the researcher takes a close look at a program, event, activity, process, or group of people. Cases are time- and act-limited, and researchers collect comprehensive data using a variety of data-gathering

methods based on a predetermined time frame. The following are the steps that researchers used in this case study:

1. Determined the exact problem

Nowadays, the development of the era is increasing, learning English is getting easier to achieve, one of which is through the media YouTube. A very famous YouTube channel that has millions of thousands of subscribers is the mmmEnglish YouTube Channel. The researcher wants to prove whether the subscribers of the mmmEnglish YouTube channel can improve their English skills or not by watching some of the videos it presents. This research is very important to investigate because it sees the many resources that can be used to learn languages today.

2. Expanded literature or reading materials

The researcher collects as many reading sources as possible related to digital literacy in the form of books, journals, YouTube, the internet, and previous research to add to the basic references of researchers and depth of analysis afterwards.

3. The data collected

Data is gathered through documentation techniques. Documentary technique is practiced by examining and analyzing certain video content that contains aspects of the basic competence of English there are: speaking, listening, pronunciation and vocabulary uploaded by the mmmEnglish YouTube Channel and how the subscribers' response in the comments

column is whether the content is useful or not to improve their English skills.

4. Analyzed the data

Researchers process or analyze data by checking, categorizing and sorting carefully and in detail. Because there are quite a lot of data from YouTube channels, therefore it is necessary to analyze the data directly through data reduction. This means data reduction, summarizing, looking for main points, focusing on things that are important, looking for relevant themes and patterns.

5. Concluded the research result

The researcher double-checked the collected data, compared it with the research findings that have been obtained, then summarized it into a conclusion. Lastly, the researcher reports the results of the research in the form of a description.

B. Research Setting

Researchers conducted this research on video content uploaded by the mmmEnglish YouTube channel. The reason the researcher chose this setting is because the YouTube channel has been on YouTube for a long time and has many interesting content choices to research, with so much YouTube content that they have uploaded on their YouTube channel, it can make it easier for researchers to carry out the desired research. Then, they also present a lot and variety of content in improved English skills, they also have millions of

subscribers' on YouTube which is also a very reasonable reason because there is no doubt how interested it is to research. The owner of the mmmEnglish YouTube channel, he is also a teacher in Australia as well as a teacher also on social media with a variety of social media that he used to deliver courses such as; website, facebook, instagram and YouTube.

To undertake this research, researchers limited data from uploaded video content that researchers selected from 2020 to December 2022, and subscribers' comments that researchers selected on videos, namely from 2020 to late 2022.

C. Participants

Subscribers' and viewers of the mmmEnglish YouTube channel participated in this research. Some of the characteristics of the subscribers' comments on the YouTube mmmEnglish channel that the researcher chose. First, the number of comments given by subscribers' on several videos can be an indicator of the level of user interaction and activity with YouTube mmmEnglish content. Second, the researcher choosed from the types of comments given in the form of support and suggestions. Third, the sentiments or feelings contained in comments, such as positive comments because they can provide insight to increase interest in learning English through YouTube. Fourth, in terms of the topics discussed in this research, namely improve the basic competence of learning English. In addition, these characteristics can be

analyzed and evaluated to understand subscribers' preferences and measure effectiveness on the YouTube mmmEnglish channel platform.

D. Data

In this section the researcher collects all data about what aspects of the basic competencies exist on the mmmEnglish YouTube channel and how the responses of the mmmEnglish YouTube channel subscribers to improve their English skills. To obtain these data, researchers conducted observations and documentation. In this study, the data source was the mmmEnglish YouTube channel and subscribers' who were active in commenting on every video they presented, especially the video the researcher chose for this study. In addition, researchers also use several references from books, journals, previous research, and articles that are relevant to supporting theories in research.

E. Technique of Data collection

Data collection techniques with qualitative research using a purposive sampling technique in which the technique determines the sample with certain considerations. Data collection techniques use documentation techniques and observation techniques, documentation techniques by analyzing and evaluating comments on a YouTube channel, literature reviews, journals, related data, previous research and similar research.

1. Documentation

Paul Otlet (2022) highlighted that the notion of documentation is a form of special activity in the form of processing, collecting, retrieving, storing, and disseminating documents. In the process of documenting research data collection by exporting, analyzing and recording comments on the mmmEnglish YouTube channel that are needed or related to complete the data. This document is very necessary because it facilitates the process of classification and analysis of the improvement of their subscribers' English skills. Documentation studies are a complement to the use of observational methods. They will be more reliable or have high credibility if they are supported by photographs or existing academic writings. But not all documents choose a high level of credibility. For example, many photos do not reflect their original state, because photos can be made for certain purposes. The documentation used in the research is comments on the YouTube mmmEnglish content which present aspects of basic English competence, namely speaking, listening, pronunciation and vocabulary.

F. Data Analysis

Data analysis be pointed Miles, Huberman, and Saldana (2014), explains that data analysis in qualitative research, when data collection takes place, at a certain time. It is carried out interactively and continues until it is complete. Before conducting data analysis, data analysis is divided into 3

stages, namely: reduction data, data display, conclusion drawing. It can be concluded that there are several stages of data analysis which can be described as described above.

1. Data Reduction

The data obtained from the YouTube channel is quite large, it must be recorded carefully and in detail. The longer the researcher, the more complex and larger the amount of data. Therefore, it is necessary to analyze the data directly through data reduction. It means reducing data, summarizing, finding the main points, focusing on the important things, looking for themes and patterns (Miles, Huberman, & Saldana, 2014). The stages of data reduction for comments on YouTube are as follows:

- a. Data selection: Selecting comments that are relevant and significant for research and excluding comments that are irrelevant or not in accordance with the research objectives.
- b. Data categorization: Grouping comments into specific categories or themes, such as sentiment, topic, or type of response.
- c. Data pruning: Remove unnecessary or redundant information in comments, such as filler words or repetition of information.
- d. Data reduction: Counting or combining numeric variables, such as the number of likes, number of dislikes, or number of replies to each comment to create a summary data that is easier to understand and analyze.

- e. Data abstraction: Simplifying comments into important findings or patterns that are relevant to the research objective.

By carrying out appropriate data reduction stages on comments on YouTube, researchers can obtain a more focused and controlled picture of user interactions on this platform, and can extract important information that can be used for further research or analysis.

2. Data Display

In descriptive qualitative research, the presentation of data can be done in short descriptions and similar ways. It is the narrative text most used to present data in qualitative research (Miles, Huberman, and Saldana, 2014). In this case, the researcher will present the data in written form to clarify the findings, which can be helped by documenting the results of the research analysis.

3. Conclusion Drawing and Verification

As pointed by Miles, Huberman, and Saldana (2014), the last step in qualitative research is re-checking and validating the evidence found. The results of qualitative research are in the form of new findings that have not been revealed, unclear descriptions, and interaction relationships. It can be concluded that the new findings are descriptive, narrative and interactive.

The researcher concludes by comparing data compression, data display, and the problems in this study, specifically how subscribers'

response to improving their English skills and what aspects are presented by the mmmEnglish YouTube channel.