

CHAPTER III

RESEARCH METHOD

A. Research Design

The research design that the researcher used to achieve the result in this study is qualitative research. Qualitative research is an approach to inquiry that is used in many academic fields; it is most commonly used in the social sciences but is also used in market research and other contexts. It seeks to comprehend human behavior and the underlying causes of it in great detail. The qualitative method examines not only the what, where, and when of decision-making, but also its why and how. Therefore, large samples are rarely needed; smaller, more focused samples are. This method is applied to understand concepts, emotions, or experiences. Developing concepts or theories for prospective quantitative research is beneficial.

According to Yulianty et al. (2020), stated that data analysis is necessary for qualitative research in order to effectively narrate the collected data and produce a legitimate research result.

The research method employed in this study is content analysis. Barelson (Zuchdi, 1993, p.3) defines content analysis as a research method that yields an unbiased and methodical description of the content found in communication media. Another definition of content analysis is a methodical approach to deciphering the meaning and style of communication.

B. Object and Subject Research

1. Object of Research

The research object is the focus of research which is the object of study in research, or the problem being studied. The object of this research is the introduction of intercultural communication in videos containing elements of intercultural communication on the Kelly Youtube channel which consists to international communication. The researcher chose the content for the 2024 edition because this edition highlights Indonesia and also has a stable number of viewers and is a video that many people like.

2. Subject of Research

The subject in this research is the Kelly YouTube channel. Research subject means an individual or location that has the ability to provide data that is relevant to the problem to be researched. The researcher took the Kelly channel as the research object because this channel contains many elements of intercultural interaction. Not only Indonesia, she also had time to travel to other countries such as Vietnam, India, the Philippines, to find out about culture. Kelly has also collaborated several times with Indonesian YouTubers. Thus, the researchers concluded that the Kelly has a fairly extensive network in introducing knowledge between South Korean and Indonesian culture, for both of fans in Indonesia and South Korea.

C. Data

The data in this research are content on the Kelly YouTube with several videos on 2024 edition, become a source of data that examined by researchers. Then, the researcher described the data descriptively after evaluating the content of the content which included intercultural communication. There is a lot of interesting content on the Kelly YouTube. However, after the researcher takes the actual content and the content of the object is the most complete and fulfill the criteria as the data.

D. Technique of Data Collection

The technique used in this research is documentation. Documentation comes from the word document which means written items. Documentation techniques are data collection methods that involve collecting and analyzing written or recorded information. Carrying out the documentation method can involve the use of documents, notes, etc. or various written objects such as books, magazines, film CDs, and other documents. In qualitative research, documentation techniques are widely used. Observations, interviews, and other methods are used to collect data, which is then analyzed by means of data reduction, presentation, and drawing conclusions.

In research, researchers use this technique to be able to present previous data down to actual data. Through videos that have been uploaded so that the contents can be described.

E. Data Analysis

Data analysis is a systematic process after collection data to analyzing data to interpret data in order to gain meaningful insights. The techniques used in this method include collecting, checking, changing, cleaning and modeling data with the aim of finding useful information and can be used as a reference in making decision. Data analysis processes are often important in various fields, including business, science, health, and others.

The first step in the data analysis process is gathering data from documentation. The descriptive form is then updated with the data analysis findings. Observing the research items is the first phase in the data collection process. The data is then sorted and its contents are examined.

According to Creswell (2018), choose items that enable the researcher to address the study issue when gathering information. Subsequently, an account of the data incorporated into the specific investigation is necessary. Lastly, it's critical to specify the type of data and gather data beyond simple observations.

According to acc &Huberman (2014) consists of three flows, namely data reduction, data display, and conclusions. Descriptions of analytic methods used in qualitative research include:

1. Data Reduction

Data reduction means summarizing important elements, focusing on the most important ones, and looking for pattern themes, by classifying, organizing, removing and directing the reduced data the researchers get a clear picture, make research easier.

The data collected in this research comes from documentation and literature research findings related to intercultural communication. Following the collection of data, the researcher used to many videos to observe to ensure that the information could be used as a reference in research.

2. Data Display

Data are displayed in qualitative research in the form of a brief description or general presentation of the research results in the form of descriptions of tables, charts, brief descriptions and relationships between categories. Presenting this data make abstract facts easier to understand by grouping and organizing them. The next process in reducing data is by displaying the data. Once the information from the documentation is checked, it is provided as a description.

3. Conclusion/Verification

Conclusions were made after data reduction and data presentation. This conclusion answers the problems formulated in the problem formulation. Drawing conclusions is the final stage of the data analysis process which is carried out after the researcher has carried out data reduction and presentation. Conclusions can be made from the data found and supported by strong evidence that has been found during the data collection process. The results of the analysis are used by researchers to make in-depth statements based on the evidence found. The conclusion must provide a clear and informative answer to the hypothesis or research question.