

## **CHAPTER III**

### **RESEARCH METHOD**

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

Based on the theory of research approach, there are two types of research design; qualitative and quantitative. Rahi S (2017) define qualitative research as method used for collect details of particular topic. This approach used by the interpretive which means a step for obtain the meaning towards an object of research.

According to Creswell, this method is used when a researcher wants to understand or observe a situation with the objective of developing a hypothesis.

Although it is a theoretical method, the qualitative method is based on collection data example text, video or audio. This approach prioritizes data collection, and analyzing numerical data for statistical analysis. The qualitative approach uses objective measures, actions, and opinions that enable researchers to describe data rather than interpret it as has been previously discussed.

The method used in this research is a qualitative method. Qualitative research is method as a research procedure that produce good descriptive data in the form of collecting data from an interview of each individual who can be observed. The data used in this research is qualitative data, by means of observations and interview.

In this study, a qualitative method was chosen. The researcher uses Qualitative Descriptive research because data collection techniques carried out by the researcher are interview and observation. In Nafi'ah (2018) said that the answer of the question research will be depend on the context and object. Related with social culture, sciences objects, humanities history and other social symptom.

Methods used in qualitative research for a study with a descriptive component are called qualitative descriptive. There are specific elements that define qualitative research. At first, social significance,

practice, process, and end result were the main topic of qualitative research. Second, an adaptive method for data generation which is aware of the social context where the data is produced. The final qualitative study aims to develop a common comprehension and context based on significant data.

This research was intended to describe. The research design was designed enable the researcher to describe the phenomenon under research. The purpose of this research was to find out how Johnny's Communication Center enriching English vocabulary for students.

The data were collected through interview and social media application. The interview involved NCTzen (NCT fans) the researcher was fully as the observer when the process of the research is going on.

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

The researcher took the data from the WhatsApp group the named of the group is NCTzen Kalsel. There are a lot of activity done on that group. First, people can sharing a news about NCT. Second, people can get new friends. Third, people can discuss NCT content in Youtube, especially NCT English content.

This research will be conducted with questionnaire to find out how Johnny's Communication Center able to enrich English Vocabulary. After that, the participant of this research were asked by some question on interview.

#### **C. Participants**

The subject of this research is a sample of several NCTzen who are around 16-30 years old joined the WhatsApp group.

#### **D. Data Collection Technique**

This research used a questioners, the way taking a sample that has been determined by the researcher. Data is something important that get from other source. Data are facts, observation or experiences on which an argument, theory or test is based. This research used qualitative method. Data collection technique used by the observation and interview.

The researcher took data about is able Johnny's Communication Center to enriching English vocabulary. The research write data in sentence form. This research collected the data from WhatsApp group. This study would get information from online interview.

As qualitative descriptive research, the key instrument was the researcher herself. To collect data, the researcher used interview. In collection the data the researcher uses the following procedures.

Interview is a way of collecting data which is carried out through oral communication activities in structured, semi-structured, and unstructured forms. According Nursapiah (2020) interview is a meeting of two persons to exchange information and idea through question and responses, resulting in communication and joint construction of meaning about particular topic.

In this research conducted with 10 samples out of 511 member on WhatsApp group NCT fans and the researcher took 10 people for sample. First, the researcher prepared the question on Google Form and the source answer the question by choosing YES or NO. After that, the researcher prepared the question for interview. Finally, the researcher collected the data.

#### **E. Data Analysis**

In this research the data analysis method used descriptive qualitative. The research data analyze by describing and explaining the result of the data obtained. In Sugiyono (2013) the data are analyzed by one tehniques, there are qualitative research. Qualitative is use to find out the research question.

There are components of analysis data:

##### 1) Reducing the data

Data reduction refers to the process of selection, focusing, simplifying, abstracting and the data appear in written-up fieldnote.

##### 2) Display of data

In displaying data, the researcher used arranging the information to draw the conclusions.

3) Drawing conclusion

The conclusion is the answer of the research question, for making a conclusion the researcher must find the data