

## **CHAPTER III**

### **RESEARCH METHODS**

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

The type of research used in this research is qualitative research. The qualitative approach is a research approach that uses certain social situations by describing reality correctly, assisted by words based on data collection techniques and analysis of relevant data obtained from natural situations.

In this research, the researcher used a qualitative descriptive approach. Qualitative, descriptive research is a problem formulation that guides research to explore or photograph the social situation that will be studied thoroughly, broadly and in depth. According to Bogdan and Taylor quoted by Moleong, a qualitative approach is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior (Moleong, 2007, p. 4).

Qualitative research focuses on social phenomena, giving voice to the feelings and perceptions of the participants under study. This is based on the belief that knowledge is generated from social settings and that understanding social knowledge is a legitimate scientific process (Emzir, 2011, p. 2). This qualitative approach aims to obtain complete information about "The benefits of getting writing skills on Twitter". A qualitative approach is an approach that intends to understand the phenomena experienced by research subjects, for example, behavior, perceptions, interests, motivations, actions, by means of descriptions in the form of words and language. This

qualitative approach aims to obtain complete information about the benefits of getting writing skills on Twitter.

## **B. Research Setting**

The research conducted research located at Uin Antasari Banjarmasin. The reason the research chose this location is because this location is strategic in collecting data related to the focus of the research that will examine.

The interviews were conducted on February 02, 2024, February 18, 2024, May 15, 2024 and June 19, 2024. The interview consisted of 6 participants, on February 2 the researcher interviewed 2 participants, participation 1 (P1), participation 2 (P2). On February 18, researchers interviewed participants (P3) and participants 4 (4). On May 15, the researcher who was doing KKN interviewed participant 5 (P5) at the location of the participating KKN researcher who was also a student at UIN Antasari. On June 19, the researcher interviewed participant 6 (P6). everything is done on the UIN Antasari campus except for P5.

## **C. Participants**

The researcher The researcher chose 6 UIN Antasari students, 5 of whom came from the English department and 1 from another department. The researcher chose the participation of students who already had Twitter accounts and how they understood Twitter and were quite active on Twitter in terms of writing their various opinions. and choose one from different faculties to find out their opinions related to the researcher's aim.

#### **D. Technique of data collection**

Data collection techniques are the processes and methods used by to obtain the data needed. Every research, whether qualitative research or quantitative research, certainly uses techniques to collect the required data. The purpose of this is to help the researcher obtain authentic data.

Interviews, such According to (Kabir, 2016) interviews involve ask questions and get answers from participants. There are several ways to do it as face-to-face interviews, group Interviews, and individual interviews.

##### 1. Interview

Researchers conduct semi-structured interviews which are similar to structured interviews, that is, the topics or questions to be asked are planned beforehand, but instead of using closed questions, semi-structured interviews are based on open questions. Researchers first ask several questions related to the research that be carried out. The questions totaling 3-5 questions be asked to students who be the source of the research. Questions be asked to students not on the same day but be done over several days.

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

Data analysis is a systematic process of searching for and organizing interview transcriptions, field notes, and other materials that the researcher has collected to increase the researcher's own understanding of these materials and to enable the researcher to present what the researcher has found to others (Ezmir, 2011, p. 85).

##### 1. Data Reduction

Data reduction refers to the selection, focusing, simplification, abstraction, and transformation of “raw data” that occurs in written field notes. As we know, data reduction occurs continuously, through the life of a qualitatively oriented project. In fact, even "before" the data is actually collected (Ezmir, 2011, p. 129). Data reduction is not something separate from analysis. Data reduction is part of analysis, the researcher's choices of pieces of data to code, to draw out, and to summarize the patterns of a number of pieces, what is the development of the story, are all analytical choices. Data reduction is a form of analysis that sharpens, selects, focuses, discards, and organizes data in a way where final conclusions can be drawn and verified.

## 2. Data Display

Data display is an activity when a collection of information is compiled. As Emzir said, watching a broadcast helps us understand what is happening and carry out further analysis or action based on that understanding. The purpose of the model is a primary entry point for valid qualitative analysis. The model includes various types of matrices, graphs, networks and charts. All are designed to assemble structured information in a directly accessible, practical form so that researchers can see well what is happening and can provide a justified picture or conclusion or move to the next stage of analysis. Design the columns and rows of a matrix for qualitative data and determine which data, in what form, should be included in the cells being analyzed.

## 3. Drawing Conclusion

The third step of the analysis activity is drawing conclusion verification data. From the beginning of data collection, qualitative researchers begin to determine "meaning" by noting regularities, patterns, explanations, possible configurations, causal flows, and proportions. A competent researcher can handle these conclusions clearly, maintaining honesty, suspicion and so on. Drawing conclusions is only part of the data analysis process.