

CHAPTER III

REASERCH METHOD

A. Research Design

The type of research design used in this study was qualitative. Qualitative research is a type of research that obtains results without using quantification or statistical techniques. According to Creswell (2010) defines qualitative as a method for formulating theoretical statements based on a constructivist perspective, a participatory perspective, or using both.

The researcher utilizes content analysis as the methodology in this study. According to Julian (2008), content analysis is a method used to analyze communication, whether in the form of text, images, or videos. The purpose of content analysis is to identify patterns, themes, or meanings contained within the data. Meanwhile, Cole (1998) says, it is a “method of analysing written, verbal or visual communication messages.” This approach involves an in-depth analysis of the content of messages communicated through various forms of media, such as documents, interview transcripts, audio recordings, videos, or other written materials.

Cole (1998) outlines several key aspects of content analysis:

1. **Objectivity:** The analysis process must be carried out objectively, with consistent rules, so that the results can be replicated by other researchers.
2. **Systematic:** The analysis must be conducted systematically, with clear steps and procedures for identifying units of analysis, categories, or

themes.

3. **Data Reduction:** The content is analyzed to reduce complex data into simpler and more meaningful elements.
4. **Categorization:** Specific categories or themes are identified and used to group relevant information from the text.
5. **Inference:** Based on the patterns identified in the text, researchers then draw inferences or conclusions about the meaning of the message and its relation to a broader context.

B. Object

The focus of the research is on several aspects of the youtube channel, primarily its video, which can be analyzed to enhance vocabulary acquisition.

A more detailed explanation of the research object includes:

1. Youtube Channel

The video are the main aspect being analyzed, particularly the Parts of Speech. The video contain vocabulary that can be broken down into different word categories, such as nouns, verbs, adjectives, and adverbs. Through this analysis, the researcher can determine which words are most frequently used and how their usage can help improve the listener's vocabulary.

2. Parts of Speech

Parts of Speech are the key elements analyzed from the video. These include words that carry the main meaning in sentences, such as:

- a. **Nouns:** People, places, things, or ideas mentioned in the video.
- b. **Verbs:** Actions or states described in the video.
- c. **Adjectives:** Characteristics or descriptions used to describe nouns.
- d. **Adverbs:** Additional information about how actions are performed or the intensity of a statement.
- e. **Pronoun:** Replace nouns to avoid repetition and make sentences clearer.
- f. **Conjunction:** Connect words, phrases, or clauses within sentences.
- g. **Preposition:** These words show relationships between nouns (or pronouns) and other words in a sentence, indicating direction, location, or time.
- h. **Article:** define nouns as specific or unspecific; they include definite articles like "the" and indefinite articles like "a" and "an"

C. Data Collection Technique

In this part, the researcher elaborated on the description of the data sources, which was the Youtube Channel. The researcher used the primary data sources from the youtube channel by directly analyzing and identifying Parts of Speech present in the video. Several linguistic features of the vocabulary in the video provided useful information that assisted the researcher in collecting data for this research. The technique of collection data is documentation. Documentation is the combining

collection of the data. The data were collected by screenshot the video, watch the video, and then observing and identifying the use of content words to enhance vocabulary acquisition.

After collecting the data, the researcher explained how the data were selected based on criteria of relevant Parts of Speech that contribute to vocabulary improvement in the context of the research topic. Then, the data were systematically analyzed, identified, and presented before using youtube chanel as a learning material to improve vocabulary.

D. Data Analysis

According to Muhadjir (1998, p. 104) defines data analysis as "an effort to systematically search for and organize records of observations, interviews, and others to enhance the researcher's understanding of the case being studied and present it as findings for others. In order to enhance this understanding, the analysis needs to be followed by an effort to find meaning.", whereas according to Bogdan (in Rizali, 2019), data analysis is a systematic process of reviewing and managing collected data to uncover significant patterns, themes, and relationships. If we closely examine the definition of data analysis, it can be understood that the activity of qualitative data analysis is integrated with data collection, data reduction, data presentation, and drawing research conclusions.

The initial stage of data collection in this study involves observing the research subjects in depth. After that, the collected data is categorized, and the information within it is thoroughly evaluated. The data analysis technique used by the researchers in this study employs the Miles and Huberman (2014) mode.

According to Miles and Huberman (2014), data analysis consists of three activities as follows:

1. Data Collection

This process includes observation, interviews, and document collection. Researchers must gather relevant data related to the research questions. The researcher identified all content words from several videos on a YouTube channel.

2. Data Reduction

Data reduction is the process of filtering, summarizing, and categorizing the collected data. The goal is to focus the analysis on the most relevant information. Unnecessary data is eliminated to enhance focus and clarity. The researcher presented the results of the analysis of content words in a format that was easier to understand, such as a word list.

3. Conclusion

This process involves interpreting and further analyzing the data that has been presented. Researchers must draw conclusions based on the analysis and verify these findings through various means, such as triangulation or discussions with peers. The researcher drew conclusions about how content words in the YouTube channel contributed to the development of the listeners' vocabulary.

Miles and Huberman (1994) also emphasize the importance of iteration in data analysis, where researchers often have to return to the data and make revisions to ensure that their analysis is accurate and comprehensive.