

CHAPTER III

RESEARCH METHOD

A. Research Design

Research design is a fundamental aspect of any research project, providing a structured approach to conducting research and ensuring that the research is valid, reliable and produces meaningful results. It is crucial for researchers to carefully consider the purpose, approach, and type of research design that best suits their research questions and objectives.

In this context, the researcher used the Content Analysis as the research method. Content analysis is a research method used to analyze and interpret qualitative data, such as text, images, and audio content, to identify patterns, themes, and concepts within the content. According to Klaus Krippendorff (2018) Content analysis involves a systematic examination of a collection of texts, images, and symbolic materials, without necessarily considering the author's or user's perspective. This method is particularly useful in social sciences and other fields where understanding the meanings and nuances of content is crucial.

The procedure of analysis content involves several key steps:

1. Selecting a research idea or topic

At this stage, the researcher chose a topic that want to know and investigate further, which is about the analysis of FUVGIS (Fun English Vocabulary and Grammar in Song) as a medium of learning and teaching English as a foreign language (EFL) for the Alpha generation. This study aims

to investigate and analyze the effectiveness of FUVGIS as an English learning media, as well as how FUVGIS can help improve the English language skills of Alpha generation students.

2. Developing research questions

The next step was formulating research questions. This was because, without a clear and defined research question, researchers did not know what questions to answer and, implicitly, were not able to encode the concept of researchers.

3. Select the sample to be analyzed

At this stage, the researchers chose five FUVGIS songs on the Syarifah.Irnina YouTube channel, which was a YouTube channel that contained fun English teaching with songs that contained vocabulary and grammar content in them as learning media for the Alpha generation.

4. Data collection

In this step, the researcher will transcribe the lyrics of the FUVGIS song to understand and make it easier for researchers to identify the content of the song, then the researcher will categorize the content based on theme, vocabulary, and grammar, the last stage in collecting data is analyzing linguistic and pedagogical features.

5. Analyze the results

The data is analyzed using the model of Miles and Huberman (2013). This model provides a framework for analyzing qualitative data and identifying patterns and themes.

6. Report findings

The researcher presented the findings in a narrative format, a typical approach in qualitative research. Furthermore, the researcher supplemented the findings with tables and diagrams to provide a clear and concise visual illustration of the data.

B. Research Setting

The location of this research is the YouTube platform, specifically the Syarifah.Irnina Channel, which focuses on educational English content for children, with the aim of improving English language skills and facilitating a more effective, efficient and fun learning process. This channel has a collection of songs designed to help children learn vocabulary and grammar in a way that is interactive, creative, fun, and based on information and communication technology. Thus, the Syarifah.Irnina Channel was chosen as a research location because it has content that is relevant to the research topic, and the potential to contribute to the development of children's English language skills, as well as provide insight and inspiration for educators and parents in supporting children's English learning process.

C. Source of Data

The data in this study were obtained from video content containing English songs uploaded on Syarifah.Irnina's YouTube Channel. The video features children's songs that aim to support the learning of English vocabulary and

grammar, while improving children's language skills. This data source was chosen because it has relevance to the focus of the research, namely the development of children's vocabulary and grammar through English songs. the following are the songs chosen by the researcher for analysis:

Table 3. 1 Source Of Data

No	Title	Categories	Release Date	Total Viewers
1.	Vegetables (https://youtu.be/IL9vGWrnCT0?si=lewCuWW9C6svjAIs)	Vocabulary	December 23, 2020	793 hundred viewers
2.	Transportation (https://youtu.be/k8UXyx-UpFU?si=nBnMsavlXewDJlJh)	Vocabulary & Grammar	January 17, 2021	524 hundred viewers
3.	In The Kitchen (https://youtu.be/HIFcY4uKsoQ?si=n4iV0k0Esw0d6SV2)	Vocabulary & Grammar	October 21, 2021	402 hundred viewers
4.	Clothes to Study During Covid 19 Outbreak (Song for Simple Present and Present Continuous) (https://youtu.be/vf4Zke0EuFc?si=vrEa_3MzIeFxfj5BM)	Grammar	March 14, 2021	750 hundred viewers
5.	Cock a Doodle Do (https://youtu.be/dJ90A2pF_l4?si=_ojvaEDjYtZd8_Le)	Grammar	July 22, 2024	453 hundred viewers

D. Technique of Data Collection

According to the Indonesian dictionary, data collection is described as the process, method, or act of gathering or compiling data. Data collection methods refer to the techniques or approaches that researchers can employ to obtain data. These methods are abstract concepts rather than tangible objects and are applied

through various means such as questionnaires, case studies, observations, investigations, documentation, and other techniques. (Salmia, 2023)

In this study, Data were collected from five FUVGIS songs on the Syarifah.Irnina channel. The process involved:

1. Transcribing song lyrics

The researcher prepared the data by watching five FUVGIS songs on syarifah.irnina's Youtube channel. At this stage, researchers watched while transcribing the lyrics of the selected songs to understand and make it easier for researchers to identify at a later stage.

2. Categorizing content based on themes, vocabulary, and grammar

In analyzing the content of FUVGIS songs, researcher categorized the content based on theme, vocabulary, and grammar. This allowed us to better understand how the content was designed to help children learn English more effectively. Categorizing the content by theme allowed us to see how the songs addressed topics relevant to children's lives. Meanwhile, categorization by vocabulary and grammar allows researcher to understand how the content is designed to help children expand their vocabulary and understand English sentence structure.

3. Analyzing linguistic and pedagogical features

Analyzing linguistic and pedagogical features is an important process in developing effective learning materials. In this analysis, researcher studied the linguistic features used in FUVGIS songs, such as sentence structure, vocabulary, and language style. In addition, researcher also analyze pedagogical

features, such as learning objectives and teaching methods. By analyzing the linguistic and pedagogical features, researcher can understand how FUVGIS anthems can be designed to meet students' learning needs and improve their learning outcomes.

E. Research Instrument

Documentation instruments are tools used to collect data from existing documents or archives. This document can be a diary, report, photo, video, certificate, or other official document. This method is used to obtain information without having to ask people directly, so it is often used to complement data from interviews or observations (Sugiono, 2013). In this research, the video from Syarifah.Irnina the YouTube channel is used to collect information about FUVGIS.

F. Data Analysis

Content analysis, originally developed by journalists and later adopted by social scientists, is a research technique used to collect and analyze data from texts and messages communicated through various mediums such as books, newspapers, and other physical media (Curtis & Curtis, 2011). In other words, content analysis involves a systematic approach to encoding and categorizing large amounts of text information to uncover trends and patterns in word usage, frequencies, relationships, structures, context, and communication discourses (Grbich, 2013:190). In this research the researcher used the qualitative analysis by Miles et al. (2013) which consist the following steps:

1. Data Condensation

Data condensation involves simplifying and categorizing song content is the process of identifying and organizing song content into simpler and easier-to-understand categories. This process involves analyzing song lyrics to identify themes, vocabularies, sentence structures, and other linguistic features.

By simplifying and categorizing song content, researchers can gain a deeper understanding of the song content and can identify the messages contained in it. Moreover, this process can also help in developing more effective and engaging teaching materials for English language learning, especially in teaching vocabularies, sentence structures, and other linguistic features. Thus, simplifying and categorizing song content can be a useful tool in analyzing and understanding song content, as well as in developing more effective and engaging teaching materials.

2. Data Display

Data display, also known as data presentation, constitutes the second phase of qualitative data analysis methods. It involves Presenting findings in tables and narrative descriptions to present research results or data analysis in a form that is clear, neat, and easy to understand. By using tables, researchers can present data in a systematic and structured form, making it easier for researchers to understand and analyze the data. Meanwhile, narrative descriptions are used to provide context and further explanation of the data presented in the table.

By combining tables and narrative descriptions, researchers can present research results in a more comprehensive and understandable form. Tables can be used to present more specific and detailed data, while narrative descriptions

can be used to provide further explanation of the data and relate it to a broader context. Thus, presenting findings in tables and narrative descriptions can be an effective way to present research results and make it easier for readers to understand and analyze the data.

3. Conclusion Drawing

The final stage in qualitative data analysis techniques involves Interpreting data to address research questions is the process of analyzing and interpreting data to answer research questions. The researcher must consider the validity of the data, use appropriate analysis techniques, and relate the data to relevant context and theory.

By conducting proper data interpretation, researchers can answer research questions, gain a deeper understanding of the phenomenon being studied, and provide recommendations or suggestions for better practices or policies.