

## CHAPTER III

### RESEARCH METHOD

#### A. Research Design

The research design that is used to achieve the result in this study is qualitative research. Qualitative research produces findings that cannot be obtained using statistical or quantitative approaches. People's lives, histories, behaviors, organizational functionalism, social movements, and kinship links can all be revealed through qualitative research (Sidiq et al., 2019).

According to Yusanto (2019), qualitative research has its own variety of approaches, so researcher can choose from these variations to adjust the object to be studied. Furthermore, Yulianty et al. (2020), stated that in qualitative research data analysis must be carried out carefully so that the data that has been obtained can be narrated properly, so that it becomes a proper research result.

The content analysis is used in this study as research method. Content analysis, according to Barelson (Zuchdi, 1993: 3), is a research technique that produces an objective and systematic description of the content contained in communication media. Content analysis is also defined as a systematic technique for interpreting the meaning of messages and the manner in which messages are expressed.

## **B. Object**

The object of this research are websites (ExamEnglish.com and Grammarbank.com), 3 YouTube Channels (BenPinter, Andrian Permadi and Yanto Tanjung), and 2 applications (*Soal TOEFL Structure dan Pembahasan* and English Grammar Book) that can be used to learn English grammar for preparing TOEFL.

The researcher chose these sources as research object because the researcher saw that many students still do not use this digital resource as a learning tool, even though all the content they presented do not cost money. The researcher also feels that studying the material without being accompanied by practice (exam) definitely be less than optimal, and the content on these website, YouTube channels, and application provide free practice questions that students can follow.

For this reason, in choosing the right research object, the researcher has several criteria, namely:

- 1) Easily accessible or free,
- 2) Has complete learning materials in terms of grammar,
- 3) Provide exercise or question that support the improvement of the user's abilities.

## **C. Data**

The data in this study is the content of websites (ExamEnglish.com and Grammarbank.com), 3 YouTube channels (BenPinter, Andrian Permadi and Yanto Tanjung) and 2 applications (*Soal TOEFL Structure dan Pembahasan* and

English Grammar Book). Then, the researcher described the data in descriptive terms after evaluating the content.

There are many sources that have interesting content. But after the researchers compared it, it turned out that the content on these objects were the most complete and fulfill the criteria as the data.

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

One method of data collection was employed in this study by the researcher. This study used the documentation technique, which generally involves researching information from sources that are already in existence rather than collecting it directly from the field. The data sources are existing data that has been gathered or produced by a third party. The purpose of this study is to examine the aforementioned facts in more detail through analysis.

In this study, the researcher analyzed the data by observing the contents of 2 websites (ExamEnglish.com and Grammarbank.com), 3 youtube channels (BenPinter, Andrian Permadi, and Yanto Tanjung) and 2 smartphone applications (*Soal TOEFL Structure dan Pembahasan* and English Grammar Book). After the researcher has observed the data, the researcher obtained or take notes to record or explain the data's content, and then the researcher described the content.

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

First of all, the researcher collected information from the research objects, namely 2 websites, 3 YouTube channels and 2 mobile applications. Then, the researcher categorized them and examine the material of the content. Third, the

content material was evaluated in terms of its suitability with the English grammar learning material.

According to Creswell & Creswell (2018), in order to gather data for qualitative studies, one must decide on the planned study and carefully choose objects that will aid the researcher in answering the research question. The data that included in the specific study must then be described. Finally, one must specify the data type and gather information beyond simple observations.

Miles and Huberman (1994) stated that analysis consists of three simultaneous activities: data reduction, data display, and conclusion drawing/verification. These are the steps to take:

1. Data Reduction

The data is selected, summarized, sorted, and focused on the main research problem in this step. After the data collected, the researcher examines the various digital sources to ensure that the data provides grammar learning material in TOEFL.

2. Data Display

Data display is the second crucial stage. In this stage, the data that has been collected from the documentation is then analyzed. According to Miles & Huberman (1994), a display is an organized and compressed collection of information that allows drawing conclusions and actions. In qualitative research, data presentation can be done with simple descriptions, picture, and others. The most frequently used to present data is with narrative

text. Presentation of this data makes it easier for researchers to see what is going on, and determine whether to draw the right conclusions or continue to analyze based on what has been understood.

### 3. Data Drawing and Conclusions

The final step is conclusion drawing, which involves the researcher discovering a result or piece of information and transforming it into a new hypothesis or piece of research knowledge. Of course, drawing conclusions cannot be done haphazardly; it must return to the data to be verified. The final conclusions are reached not only during the data collection process, but must also be verified in order to be truly accountable. As the result, the researcher will know the contents of digital resources that can help students to learn grammar in TOEFL.

In short, the steps in analyzing the data:

1. The researcher selected the data of digital resources that related to grammar in TOEFL
2. The researcher reading the digital resources that had chosen to analyzed
3. The researcher analyzing digital resources that can help students to enhance their grammar skills ability in preparing TOEFL