

CHAPTER III

RESEARCH METHOD

A. Research Design

The research design that would be used in this research is qualitative research. Qualitative research aims to get better understanding through first-hand experience, truthful reporting, and quotation of actual conversations. It aims to understand how the participants derive meaning from their surrounding and how their meaning influences their behavior. In this research, the researcher will focus on how podcast can help students in improving their speaking skill.

To conduct this qualitative research, the researcher used content analysis as the technique of data collection and collecting documentation became the beginning to processing the data. The processes in content analysis included coding and interpreting the text to make a replicable and valid conclusion.

B. Subject

The subject of this research is five podcast channels that are used for learning English that are All Ears English, Voice of America: Learning English, The English We Speak by BBC, Espresso English, and English Learning for Curious Minds by Leonardi English.

The five channels of the podcast were chosen by the researcher because that five podcast channels was always on the top tier in every website of podcast recommendation for learning speaking and could be accessed freely. As a result, the researcher examines and determines the content of those five channels as an alternative way for learning speaking.

C. Data

In this research, the data of this research is the content of five podcast channels. The podcast are All Ears English, Voice of America: Learning English, The English We Speak by BBC, Espresso English, and English Learning for Curious Minds by Leonardi English.

D. Technique of Data Collection

The technique of data collection in this research is using content analysis to determine what information may be relied upon from digital sources. Content analysis used to prescribe the presence of certain words, concepts, or themes in some qualitative data (text).

Documentation is chosen by the researcher as a strategy for gathering the data. All the data is in the form of written data so documentation became the best way to gather the data.

E. Data Analysis

Data analysis is carried out after the process of data collecting and data organizing. The process of data analysis is started by collecting

data from documentation. According to Creswell (2009), to collect data from qualitative studies, the steps for this phase are 1) prepare the data, 2) analyze the data, 3) report results, and 4) interpret the results. In this research, the researcher analyzes the data through some steps as follows:

- a. The researcher taking the data from five podcast channels that are All Ears English, Voice of America: Learning English, The English We Speak, Espresso English, and the last is English Learning for Curious Minds.
- b. The researcher listening to the podcast of five podcast channels (one podcast of each channel, so there are five podcast audio in total) and read the transcripts.
- c. Organize and prepare the data for analysis (Creswell, 2009, p. 185) that including transcribing the data and preparing the data for analysis.
- d. Coding process (Rossman & Rallis, 1998, p. 171) is the process of arranging the material into parts of text before taking the meaning to an information then “use the coding process to generate a description of the setting or people as well as categories or themes for analysis” (Creswell, 2009, p. 189). This process includes a specific information about people, places, or events in a setting.

Making an interpretation as the result of the research. The interpretation of this research could be conclude with substantial data in the closure chapter (Creswell, 2009, p. 189).