

CHAPTER III

RESEARCH METHOD

A. Research Design

Hancock, et al. (2001) defines qualitative research as related to the development of explanations of social phenomena. Thus, it seeks to help individuals comprehend the social reality in which live and why things are rational. In this study, the researcher used a technique based on content analysis. Moreover, based on Cole (1988), content analysis is the study of human communication such as journals, books, newspapers, videos, and text messages, as well as a method for analyzing written, spoken, or visual communication messages. This research focused to analyze educational videos from one of TikTok accounts which is @jagobahasa.com to find out the quality of their videos. The quality assessed based on the suitability criteria of the educational videos by Brame and the criteria for vocabulary teaching contents by Lopez.

B. Research Setting

This research was observed online on TikTok by the researcher. Analyzed TikTok account @jagobahasa.com with 1.5 million followers.

C. Data

1. Primary Data

Based on Thorne (2000), data resource comes in many forms, for example, multimedia. In this study, the data taken are educational videos on the TikTok account @jagobahasa.com.

2. Secondary Data

These data sources are confined to vocabulary teaching videos and posted within the last three years. The researcher selected video samples at random to existing criteria. This study took samples from the last three years with 47 videos on TikTok account @jagobahasa.com. The reason the researcher took from the last three years because this account famous in early 2020 during the Covid pandemic at that time educational videos were in demand and this account actively in developing vocabulary teaching contents to support students learning through the TikTok application.

D. Technique of Data Collection

The researcher collected the data through the documentary analysis technique. To get a conclusion, the qualitative data, which is composed of words and phrases, these are grouped based on their category.

1. Documentation

A document is any communicable material (such as text, video, audio, etc.) used to describe some characteristics of an item, system, or method that have been recorded without a researcher's intervention. Sugiyono (2008) states documentation can be written and photographed by someone and used to acquire information. In this study, the researcher used videos from the TikTok account @jagobahasa.com to obtain the informations about the quality of the educational video and the quality of vocabulary teaching contents. In conducting this study, the researcher used the following several steps:

a. Watching

The first step is watching videos learning from the English learning account @jagobahasa.com on TikTok. at this stage, the researcher watched while collecting videos specifically for vocabulary teaching content. The videos are stored in the "favorites" feature in TikTok where the videos can be identified in the next step.

b. Identifying

After the researcher watched the videos, the next step is to identify the criteria of the videos. In the "favorites" feature on TikTok, users can create a special collection based on their needs, therefore the researcher created a collection or album of videos and named it in accordance with the criteria.

c. Classification

The next step of this research is classification. In this case, the researcher classifies the videos. The classification was used twice in this study. First, classification is used to group videos based on the criteria of the educational videos there are cognitive load, student engagement, and active learning. Second, classification is used to group videos based on the criteria for vocabulary teaching there are frequency, range, availability and expediency, specific needs or interest of learners, learnability, and cultural factors.

E. Data Analysis

The analysis was conducted following the study procedure. This study employs Hutchinson and Waters (1987), data analysis in material evaluation consists of four basic processes. There are defining criteria, subjective analysis,

objective analysis, and matching. The evaluation is a matching procedure. There are several processes involved in data collection:

1. Defining Criteria

This research used two criteria. Criteria for effective educational video by Brame (2016) and criteria for vocabulary teaching by Lopez (1995)

2. Subjective Analysis

It focuses on the distinctions between the criteria and existent video contents. It is essential to establish the criteria and one's preferred realizations of the criteria so that it is simple to compare various sets of content (Hutchinson and Waters, 1987)

3. Objective Analysis

It focuses on analyzing the video contents to see whether it meets the requirements. The researcher used screenshots and tables at this stage.

4. Matching

After analyzing the data, the researcher assessed the quality of educational videos and vocabulary teaching content based on the findings that had been obtained.