

## **CHAPTER III**

### **RESEARCH METHOD**

In this chapter, the researcher describes about the research method that consists of research design, research settings, subject and participant, data collection, technique of data collection, and data analysis.

#### **A. Research Design**

This research described about The Content Analysis of Youtube “Learn English with TV Series” as a Media for Learning Grammar. The research conducted with qualitative by using content analysis research. According to Soleymanpour (2009:78) that method content analysis is a qualitative method *“The research examined textbooks and written materials that contained information about the targeted event, using caseanalysis and qualitative research methods for the document review process”*.

So, this research used content analysis research that focuses on grammar and its analysis with grammatical types analysis theory of movies part from the videos of Youtube channel “Learn English with TV Series”. The researcher were selected some videos and chose 10 videos about Cartoon and Disney series that consist of grammar in Youtube channel “Learn English with TV Series”.

#### **B. Subject**

This study began in September 2022 until March 2023. And the object of this research were videos of Youtube “Learn English with TV Series”. The researcher chose 10 movies from Youtube “Learn English with TV Series”

that were talked about English generally, those are Learn English with Luca, Learn English with Mickey Mouse, Learn English with Zootopia, Learn English with Lion King, Learn English with Lilo & Stitch, Learn English with Finding Dory, Learn English with Tarzan, Learn English with Snow White, Learn English with Turning Red, and Learn English with A Bug's Life. From this, researcher need to observe and find out any types of garmmar.

### **C. Data**

The data in this research is to analyze the content of Youtube "Learn English with TV Series" as media for learning grammar. After analyzing the content of Youtube "Learn English with TV Series", reseacher described the data in descriptive form.

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

Data collection is important in the research. Because, to support the succes of research requires data collection. The technique of data collection in this research is documentation. In the research, the data were collected from videos recording or movies of Youtube "Learn English with TV Series" for learning grammar especially to know the types of grammar.

### **E. Data Analysis**

According to Moleong, J.L. in his book (1989) "*Metodologi Penelitan Kualitatif*" determined that "*data analysis is an analytical activity in a study that is carried out by examining all data from research instruments such as notes, test results, recordings, and others*".

In this research, the researcher used qualitative analysis to analyze the data. First, the researcher read carefully the definition of the grammatical form and parts of grammar (speech). Second, the researcher downloads 10 videos of Youtube “Learn English with TV Series”.

The unit of analysis in this research is 10 videos of Youtube “Learn English with TV Series” that selected depending on the interests of the researcher. It is about the 10 videos of Cartoon and Disney Series. There are Luca, Mickey Mouse, Zootopia, Lion King, Lilo & Stich, Finding Dory, Tarzan, Snow White, Turning Red, and A Bug’s Life.

The researcher watches and understands the videos on Youtube “Learn English with TV Series”. And then, the researcher understanding about the type of grammatical forms of every sentence in the videos. And then, the researcher decides on grammatical form and types of grammar and explains every sentence of the conversation in the videos by using compentional analysis.