

CHAPTER III

RESEARCH METHOD

A. Research Design

Qualitative research itself is an umbrella term for a rich array of research practices and products. Qualitative research is an expansive and continually evolving methodological field that encompasses a wide range of approaches to research, as well as multiple perspectives on the nature of research itself (Leavy, 2014).

To analyze the data the most common technique would be the content analysis technique. The content taken from YouTube addresses. This research dedicated to collect and analyze data related to enhancing reading skill in order to prepare for the TOEFL test reading section.

B. Research Setting

The research takes more than three months, starting from the 10th of October 2022 to the 5th of January 2023.

C. Research Subject

The research subjects were taken from channel YouTube: Andrian Permadi, PrepScholar TOEFL, and TST Prep TOEFL. Those addresses chosen with various consideration. Mainly accessibility, affordability and variety of the content offered by the websites.

The first channel is Andrian Permadi, this YouTube channel has a large number of subscribers of more than 59.000 followers, and this channel focuses on explaining everything about the TOEFL test such as listening, reading and structure. This YouTube channel is managed by himself where he is Andrian Permadi, he is a teacher at the UPI Language Center and one of the study programs at UPI. he has taught English at universities, government agencies, private companies and other institutions for more than 10 years. he earned bachelor and master degrees at UPI Bandung.

The second channel is PrepScholar TOEFL, this YouTube channel has more than 68.000 subscribers, and just like the previous YouTube channel, this YouTube channel also specifically discusses TOEFL, and this YouTube channel was created in Cambridge and managed by Harvard and MIT PhDs, so The content creators here are selected people who are experts in their fields.

The last channel is TST Prep TOEFL, this YouTube channel is the channel that has the most subscribers from the previous two channels. The channel has more than 372.000 followers, similar to the two previous YouTube channels this YouTube channel is devoted to discussing everything about TOEFL, the YouTube channel is managed by Josh MacPherson, He holds a BA in Secondary Education and an MA in ESL Curriculum and Instruction. so the content on the channel is made by experts.

D. Data

The data is taken from the three YouTube channels mentioned above. And the data are some video tips and tricks for the TOEFL test specifically for reading provided by these channels.

E. Technique of data collection

It is not necessary to collect data directly from the field for this research since it used the documentation approach, which simply involves researching existing sources. The data are derived from publicly accessible data that has been compiled or provided by other party. Analysis of the aforementioned data is intended to allow for further examination of the data in this study.

Researcher starts gathering data by searching YouTube for numerous channels that offer information connected to the TOEFL test. Following that, the discovered channels are sorted according to their subscriber count, relevance to the TOEFL test, and content creator credibility.

After gathering data, the researcher takes out the channels with a small number of subscribers. channels that broadcast mixed-content programming. Moreover, a channel that is not responsible for the integrity of its authors. Thus, only three YouTube channels; Andrian Permadi, PrepScholar TOEFL, and TST Prep TOEFL remain for researcher to use.

F. Data Analysis

Ideal analysis involves testing, eliminating, sorting, classifying, evaluating, comparing, synthesizing, and reflecting. Using content analysis technique for analyzing data, typically texts, by a systematic approach involving sampling, coding, and quantification (Kumaravel, 2022).

The step in doing content analysis consisted of selecting the content, identifying the unit, determining the categories, selecting the final categories, and analyzing and interpreting the results.

The researcher visited the channel to gain information about TOEFL, particularly the Reading section of the exam, collected video of the test, and studied the test's content for a better knowledge of the exam.