

## **CHAPTER III**

### **RESEARCH METHOD**

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

In this study, researchers used qualitative research. Then the researcher examined the phenomenon or what is happening in society. According to Nugrahani (2014), qualitative research is a research method that explores the challenges of meaning in a problem that occurs in the social and human fields. In this case the researcher uses content analysis research with qualitative methods because research on language in communication media is more specific. Namely, the researcher examined YouTube as a student learning reference in learning public speaking. Therefore, researchers used content analysis in this study.

According to Ahmad (2018), content analysis is a research method used to examine the content of communications, and this can be qualitative or quantitative. In addition, William (2007) also stated that content analysis is an analysis of forms of communication such as books, newspapers, films, and other conditions. This method is designed to identify the character of human communication content. Hsiah & Shannon (2005) describe three approaches to qualitative content analysis in their research, namely conventional content analysis, directed content analysis, and summative content analysis.

By using qualitative content analysis, researchers used research with relational analysis. This analysis was revealed by Wilson (2016). He stated

that there are two types of content analysis, namely conceptual analysis, and relational analysis, where conceptual analysis is content encoded for words, themes, and concepts that are concluded based on patterns. In contrast, relational analysis is an analysis that builds on conceptual and this analysis explores ideas and themes, and this is evident from the text being analyzed.

In this design research, researchers use inductive qualitative content analysis, which according to Zhang & Whildemuth (2005), states that qualitative content analysis involves design in compressing raw data to create categories and themes that are interpreted and valid conclusions. This process uses inductive reasoning where data and assortments are obtained by careful examination and constant comparison.

## **B. Data and Source of Data**

In this study, researchers used qualitative research with a content analysis approach where researchers used secondary data to analyze this research; as said by Sarwono (2006) that secondary data is material that does not come from the first source to obtain data and information from research problems and this research is commonly used in literary studies because it can be seen that this research is a literature study research. The intended literature is an explanation of the findings and discussion section, which will be presented in the form of written literature.

In this data source, the researcher used documentation as said by Bowen (2009), analysis requires that data be examined and interpreted to obtain meaning, gain understanding, and develop empirical knowledge.

Examined a YouTube Source as a research subject that is used for public speaking learning for students as a research object. In this data source, the researcher use qualitative research content analysis in his research, this be seen from the data collection techniques that be presented.

### **C. Instrument of the Research**

Annufia & Alhamid (2019) stated that research instruments are tools used for research where data are collected with these tools. There are differences in research tools between quantitative and qualitative research. In qualitative research, the main instrument is humans who can be researcher alone or with the help of others.

In this study, the researcher is the main instrument where the researcher uses several media, such as laptops and computers in research. The researcher used the media to examine the problems in this study. Therefore by pressing a laptop or computer, researchers started research with other assistance such as wifi or data connections, application media such as YouTube, and the help of other sources such as articles related to this research, YouTube channels, or sources regarding public speaking, and so forth. to support data.

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

In this data collection technique, researchers use an inductive approach and documentation which is included in qualitative research. Data collection techniques are very important to make the data more structured. In this study, the data collection technique that carried out by researchers is

to look for several YouTube sources which used as references for learning public speaking, which assisted with some literature as well, such as books, magazines, or journals that provide additional information about public speaking. in learning for students.

In this study, researchers used documentation techniques in carrying out the analysis phase to become evidence and accurate data related to the information needed during the research Bowen (2009) states that Documentation is a record or information that describes, defines, mentions, reports or determines activities, requirements, procedures or results related to quality assurance.

And also researchers use content analysis as below which assist researchers in examining the youtube channel as a reference for public speaking courses. William (2007) states that in content analysis research data collection, research There are two first ways to conduct this research. First, the researcher analyzed all the material to be studied and placed it in the frequency table for each quality in the selected YouTube source. Second, the researcher performs statistical analysis and the researcher can do this by reporting the results in a quantitative format.

In this data collection, researchers presented the same steps in the diagram formed by Elo & Kyngäs (2008).

Inductive Approach :

1. Preparation phase

The preparatory stage is when the researcher prepares some materials or research stages before the research occurs.

## 2. Selecting the unit of analysis

At this stage, the researcher begins to determine the several units to be analyzed which with this determination, the researcher determines the research material which in this study examines YouTube channel videos that can be used for students in learning public speaking.

## 3. Making sense of the data

Furthermore, researchers examined the data studied according to the research category in this study. So that the data studied is appropriate, precise, and can be used as a reference for public speaking.

## 4. Organizing Phase

Then, the researcher carried out the organizing stage in this study such as the stage of organizing the videos on the YouTube channel.

## 5. Open coding

After that, the researcher coded the data that had been studied.

## 6. Coding Sheets

In this section, the researcher arranges the codes in the data into code sheets.

## 7. Grouping

The researcher groups each data code that has been arranged.

## 8. Categorization

Researchers categorize from group data.

#### 9. Abstractions

The researcher then abstracted from the results of the existing data after the research.

#### 10. Reporting the analyzing process and the results

After abstracting the researcher then analyzes and concludes the results of the data that has been studied.

#### 11. Conceptual maps or Categories

In the last stage, the researcher details the research process through a conceptual map or categories.

### **E. Data Analysis**

Qualitative data analysis is the classification or interpretation of all linguistic or visual forms to make statements in implicit and explicit forms in making meaning, and this creation refers to subjective or social meanings (Flick, 2013). In this research, the statement is related to data analysis from data collection, and this is through the formulation of the problem and the purpose of this study. Then, what analyzed in this study is YouTube Source which can be used as a learning reference for students to learn public speaking. and in analyzing the data the researcher uses data with an inductive approach in data collection techniques the results of the data collection show the final results that have been collected by the researcher so that the researcher draws conclusions and verifies the data from the results of the data using an inductive approach.