

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

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

The type of research conducted in this research is content analysis. Content analysis is a research technique that makes reproducible and accurate inferences from texts (or other significant matter) to the contexts in which they are used (Krippendorff, 2004). Content analysis can be used to analyze all forms of communication. Both newspapers, radio news, television, advertisements and all other documentation materials. This research aims to analyze podcast as digital source for learning English.

Content analysis is usually used in qualitative research. According to Walidin (2015), qualitative research is a procedure for understanding human or social phenomena by developing a comprehensive and complex picture that can be articulated in words, providing detailed viewpoints received from informant sources, and being conducted in a natural context. Therefore, qualitative research is an examination of the quality of relationships, activities, events, or various materials.

The objective of qualitative research in the field of education is to understand and explore in detail and with empathy the processes, activities, patterns, models, procedures, culture, approaches, methods, strategies, assessments, and evaluations in the arena of education. This

indicates that qualitative research in education is important for discovering new answers or theories in the education field (Siddiq, 2019).

## **B. Subject**

The subject of this research are five podcasts that are used for learning English, namely Luke's English Podcast, Adept English Podcast, To Fluency Podcast, Espresso English Podcast, and 6 Minutes English. The five podcasts were chosen by the researcher because they have a large number of fans and likes, and because each has their own unique teaching style. As a result, the researcher is bound to examine and determine the content of these five podcasts as digital resources for learning English.

## **C. Data**

The data in this study is the content of five podcasts. The podcast names are Luke's English Podcast, Adept English Podcast, To Fluency Podcast, Espresso English Podcast, and 6 Minutes English. After evaluating the content, the researcher will explain the data in descriptive terms.

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

The technique chosen by researcher to collect data is observation and documentation. Researcher collect data from observation by listening to podcasts. While the data from documentation is collected using podcast transcripts.

## **E. Data Analysis**

The process of data analysis is started after collecting data from observation and documentation. The results of data analysis are then integrated into the form of descriptive. Content data analysis is employed in this study to determine what information may be relied upon from digital sources like podcast.

The Krippendorff model was used to analyze the data in this research. The steps for content analysis, according to Krippendorff, are as follows:

1. Unitizing, or gathering data for analysis.
2. Sampling, or the process of simplification research by selecting the sample that will be examined.
3. Recording or coding, which is the process of documenting actions taken in connection with gathered data.
4. Reducing, or filtering, is done during the document analysis process to ensure that the data examined is appropriate.
5. Inferring, or drawing conclusions that must be carried out in line with the formulation of the problem, in order for the research problems to be solved.
6. Narrating, which mean describing documents that have been analyzed based on the conclusions that have been obtained.