

CHAPTER III

RESEARCH METHOD

A. Research Design

In this study, researchers used a qualitative descriptive approach. Descriptive qualitative research is a problem formulation that guides research to explore or portray the social situation to be studied thoroughly, broadly, and in depth. According to Bogdan and Taylor quoted by Moleong (2007), a qualitative approach is a research procedure that produces descriptive data in the form of words or spoken from people and observed behavior. Qualitative research focuses on social phenomena, giving voice to the feelings and perceptions of participants. In qualitative descriptions, researchers use language and words to describe the phenomena observed or studied. This can include a description of the characteristics, context, and meaning of the subject or object being studied. Techniques such as interviews, participatory observation, content analysis, and thematic analysis are often used in qualitative research to collect and analyze data descriptively.

In brief, it can be seen that there are several steps in the descriptive research method, namely:

1. Identifying significant problems to be solved through descriptive methods.

In this research, the researcher want to find the use of features on Instagram to strengthen Gen Z speaking vocabulary.

2. Limit and formulate the problem clearly. In this study, researchers formulated 2 questions, namely: 1). The uses of Instagram to Strengthen Gen Z Speaking Vocabulary and 2). The Advantages and Disadvantages of Instagram to Strengthen Gen Z Speaking Vocabulary.
3. Find the purpose and benefits of the research. In this research, the researcher know: 1). To find out how to use Instagram to Strengthen Gen Z speaking vocabulary, 2). To find out the Advantages and Disadvantages of Instagram to Strengthen Gen Z speaking vocabulary
4. Conduct a literature study related to the problem. In this study, researchers explored information from other journals regarding the use of Instagram in the educational sector.
5. Define framework and questions. In this study, researchers have determined the following questions: 1). How are the use of Instagram to Strengthen Gen Z Speaking Vocabulary? and 2). What are the Advantages and Disadvantages of Instagram to Strengthen Gen Z Speaking Vocabulary?
6. Designing the research method to be used includes determining data collection instruments and analyzing data. In this study, researchers used Descriptive Qualitative research methods and for the Instrument, the researcher used Questionnaire sheet and Interview guideline.
7. Collect, organize, and analyze data using relevant analytical techniques and make research reports. In this study, researchers used data analysis techniques, namely Thematic Analysis.

B. Research Setting

This research was conducted at Antasari State Islamic University Banjarmasin. It is located on Jalan Ahmad Yani km 4.5 Kebun Bunga Banjarmasin Village, South Kalimantan. The reason the researchers chose Universitas Islam Negeri Antasari Banjarmasin as the research location was because the researchers studied at the campus. Because the researcher studied there, the researcher knew Gen Z in the English Education department who used Instagram in Speaking class. Researchers conducted research for about 2 months, starting from December 2023 to February 2024.

C. Participant

The participants in this study were 10 students of the English Department class of 2020/2021 of Universitas Islam Negeri Antasari Banjarmasin. The reason the researcher chose 10 people was because only 10 people were willing. Participants in this study were selected with several criteria, namely:

1. Took a speaking class
2. Active Instagram users
3. Ever learned English vocabulary through Instagram features
4. Students are Gen Z born between 1996-2009

D. Technic of Data Collection

Data was collected using questionnaires and interviews. The questionnaire was carried out by filling out a Google form for Gen Z students majoring in English in the 2020/2021 academic year. After administering the

questionnaire, the researcher conducted interviews with students of the English Department of Antasari State Islamic University in the same academic year. This interview is used to confirm information from the questionnaire that has been answered and to obtain more detailed information to support the data.

E. Research Instrument

In this study, the researcher chose 2 instruments in collecting all the data, namely Questionnaire sheet and Interview guideline.

1. Questionnaire Sheet

According to Sugiyono (2017) a questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer. In this study, the researcher distributed the Questionnaire sheet online through Google form. The questionnaire contains questions asking about the use of Instagram to improve vocabulary in Gen Z. Then the Google Form link was distributed to students of the English Department at Antasari State Islamic University in the 2020/2021 academic year.

2. Interview guideline

According to Sugiyono (2020), an interview is a meeting of two people to exchange information and ideas through questions and answers, so that their meaning can be constructed into a certain topic. In this study, researchers conducted offline interviews. The number of questions is 10 questions.

F. Data Analysis

In analyzing the data, researchers used the Thematic Analysis technique. By using thematic analysis, researchers can sift through the data collected to look for overarching themes or patterns (Braun & Clarke, 2006). When researchers want to dig deeper into qualitative data to find common threads that can help them explain how prevalent a phenomenon is, this strategy is very useful (Fereday & Muir-Cochrane, 2006).

Below are the steps to conduct a thematic analysis of the data collected:

1. Understanding Data

The first stage of thematic analysis is to examine and understand the data. It is important for researchers to find data that is relevant to the research. This data can be in the form of interview transcripts, field notes, documents, or other sources that are relevant to the research objectives. In this study, the researcher used Questionnaire and interview transcripts from the participants. The researcher must read the data thoroughly to understand its content. This includes understanding the narratives or interview transcripts. Understanding the content will help in identifying emerging thematic patterns.

2. Developing Codes

Coding in thematic analysis is the process of assigning certain labels or categories to pieces of data that are relevant to the purpose of the analysis. These codes are used to identify specific patterns, themes, or concepts that emerge in qualitative data. The purpose of coding in thematic analysis is to

help researchers organize, sort and group data. In this research, researchers will group data from Questionnaires and Interviews so that the findings in the data can be arranged systematically.

3. Finding a Theme

Finding themes in thematic analysis is the process of identifying and categorizing patterns that emerge repeatedly or significantly in qualitative data. In the context of thematic analysis, themes refer to concepts or ideas that emerge from the pieces of data being analyzed. These themes often reflect important aspects of the phenomenon under study. In this research, researchers identified the main patterns that emerged in the Questionnaire and Interview data. This involves observing similarities, differences, or recurring patterns in the pieces of data being analyzed. By identifying key themes, researchers can narrow the focus of their analysis to more deeply understand certain aspects of the phenomenon under study.