

CHAPTER III

RESEARCH METHOD

A. Research Design

Content analysis is a research method that describes learning starting from students' attitudes towards the method being taught, the attitude of the teacher who teaches. Find out the patterns, methods, characters and uniqueness of teachers, schools and the methods used to teach and also to solve problems. describe the culture, attitudes of the school. Describe the teacher's attitude towards his students at school. Describe the teacher's perception, and describe the ideas and ideas that the teacher applies at school, describe how a teacher manages learning, manages learning methods, manages students at school. Apart from that, content analysis can also be used to research and describe language. Namely by describing the elements of the language, the values contained in the language, and the learner's perception of the language. Content analysis requires a researcher who is careful and sharp in describing the content so that the researcher can turn what he describes into a phenomenon for the general public and can be read by the public. (Sumarno)

To analyze data, the most common technique is content analysis technique. Content taken from the official BBC Learning English app. This research was conducted to collect and analyze data related to effective English learning methods for all levels.

B. Research Subject

The research subjects were the following addresses: BBC Learning English.com, Youtube.com, and BBC News. These address was chosen because the

BBC Learning English application is one of the best English learning applications in the world which is really good, prestigious, trusted, experienced and high quality. This application is very easy to access by anyone, it can be reached by English language students from all over the world, this application is also very cheap and does not charge expensive fees, very practical. Various qualified teachers, various fun and effective methods, good English teachers, BBC Learning English also provides drama videos which contain English lessons, there are also professional English teachers who will explain the grammar of the videos that have been watched by students. In the BBC Learning English application there are also many games and quizzes to take part in to improve students English skills. English students can do two things, namely by visiting the official BBC Learning English website directly and selecting the English learning features available there. and students can also choose a learning menu that suits their level from easy, medium and advanced levels. BBC can also be accessed on YouTube. By accessing it via YouTube, students can choose the learning videos they want to watch or download.



Figure 3.1 BBC Learning English

The next address is YouTube. Students not only enjoy learning English on the BBC Learning English application, but students can enjoy learning English on the official BBC Learning English YouTube channel with many professional English teachers. The BBC Learning English youtube channel has more than 6,000,000 subscriptions. Of course because this YouTube channel is the official BBC Learning English. And this channel contains English learning videos which are made specifically to help students understand commonly used English expressions. Also contains knowledge videos aimed at students who want to deepen their English further or enrich their vocabulary.



figure 3.2 BBC Learning English Youtube

The final address is BBC News.com. BBC News provides lots of reading material. This site is very crucial, very necessary, very important because after English students have reached a high level in learning English, English students are obliged to maintain their English skills by continuing to read the latest news, stories on BBC News. English students must be connected to this site. BBC news presents the latest reading material which of course will contain new vocabulary.



Figure.3.3 BBC News

This research observes and collects website addresses from trusted sources and describes these websites in this research.

C. Data

Data sources come from the three sites mentioned above. And the data is English learning, delivery provided by the site, and knowledge which contains English expressions.

D. Technique of data collection

This research was carried out by collecting quality, experienced, proven effective and trustworthy learning sites and collecting expert opinions about learning sites. And collect images from these sites to be shown in this research. Collecting evidence of sites with many customers that have been used by many students, namely BBC Learning English, BBC Learning English on YouTube, and BBC News.

E. Analysis Technique

According to the Big Indonesian Dictionary, analysis is investigating an event, action, essay, work, method and so on to find out and find out what is actually there, starting from the causes, cases and so on. Analysis can also be said to describe an event or events that are seen through parts and then connected to each other to obtain a proper understanding and conclude the overall content. Study content carefully and then explain or describe it. Create words or concepts in the text then the researcher will analyze the words, text, meaning, concepts that are related to each other then interpret the messages in the text, readers, writers, time and culture in that section. (Gunawan)

What is done in this analysis is selecting content, categorizing it, then analyzing and interpreting the findings. The researcher visited the addresses of English learning sites to collect several sources related to English learning. The researcher collected official English learning sites to explain them.