

CHAPTER III

RESEARCH METHOD

A. Research Design

In this study, the researcher uses This study examined how followers utilized Instagram as a tool for acquiring English vocabulary. The researcher used a qualitative method when performing this investigation. According to Creswell (2012), qualitative research is the study that explores phenomena from a specific perspective, with data supplied in the form of non-numerical data. Qualitative research is the most appropriate strategy for determining the situations researched.

Content analysis has been defined as a "technique for the objective, systematic, and quantitative description of the manifest content of communication" (Berelson . Although there have been multiple definitions of content analysis, they have usually "reveal[ed] broad agreement on the requirements of objectivity, system, and generality" (Holsti). (Holsti) described 'objectivity' as "rules and procedures" on which the research must be performed; 'systematic' as referring to the impartiality of the research process based on the formulated rules, and 'generality' as indicating the theoretical relevance of the findings.

The source of this research is focusing on the account @kampunginggrislc and here the researcher will make observations on the account and whether the account is compatible for use as a means for learning English vocabulary, which will be the main focus of this research.

B. Research Setting

Because the research is based on the online application media Instagram, therefore the research will be conducted online on Instagram. And the research will be carried out starting around April 2024.

C. Data

The researcher collected the data for this study directly from research media through observation. In this study, the researcher used observational data collection techniques to observe the followers when learning vocabulary on the Instagram account @kampuninggrislc. Furthermore, the researcher obtained the data indirectly, either obtained from the research media or outside. In this research, the researcher used the documentation method, and data collection techniques to collect data from the followers when learning vocabulary on the Instagram account @kampuninggrislc.

D. Technique of Data Collection

Sugiyono (2011) claimed that the researcher won't obtain data that meets the standards set in data without understanding the technique of data collection. Given that gathering data is the major goal of the research, the phrase makes clear how crucial the data collection method is to conclude.

In the study of this research, the researcher employed methods of research data collection to provide the following answers to the research questions;

1. Documentation Method

Obtaining data and information in the form of books, archives, documents, written numbers, and images in the form of reports and information that might support the investigation is known as documentation, according to Sugiyono (2015). The paperwork that was utilized to gather data, which was afterward viewed and evaluated to provide the research's conclusion.

The researcher used Instagram, where from the Instagram account the researcher used it as the main data source the purpose of this research is to find out whether the Instagram account provided vocabulary learning to its followers.

2. Observation

Observation is the activity of data by observation of phenomena and empirical facts that are related to the study subject. In the observation activity, the researcher was only focused on providing that the @kampunginggrislc account has the capability as a source for learning English vocabulary, through social media via Instagram.

E. Data Analysis

In addition to data analysis, data synthesis is the systematic process of gathering data from interviews, field notes, and documentation. This is done by classifying the data, describing them in detail, compiling them into patterns, deciding which ones are significant and will be studied, and drawing

conclusions that are simple for both the researcher and the audience to understand (Sugiyono, 2011).

Based on the aforementioned theories, the researcher concluded that data analysis is the process of structuring data through grouping, categorizing, or arranging it as well as the stage of comprehending, analyzing, and looking for relationships in the data collected. Researchers must support their conclusions with arguments and references when conducting analysis. To dialogue amongst research interpretation perspectives, the analysis can thus be viewed as such.