

## **CHAPTER III**

### **RESEARCH METHOD**

Research methods must require valid data, in this study there are Research Design, Subject, Data, and Technique of Data Collection.

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

The researcher use qualitative method to design this paper, namely content analysis. According to White (2006), Content analysis is a highly flexible research method that has been widely used in library and information science (LIS) studies with varying research goals and objectives. Yusanto (2019) suggests that qualitative research offers several methodologies that can be adjusted to the target of study. Based on Creswell, et.al (2006), qualitative research explores the phenomenon by participants' views, and Yulianty et al. (2020) stated that qualitative research requires meticulous data analysis to ensure accurate narration of research findings.

This research analyzed the various TikTok accounts on TikTok application. The researcher opened and explored the TikTok application using "Pronunciation" word and hashtag. After collecting, selecting, and analyzing the data, the contents are choosen from videos of the TikTok accounts that have potential for learning English pronunciation.

#### **B. Subject**

There are many TikTok accounts that have content videos for learning English pronunciation. The research subject in this research are 8

accounts of the TikTok application which consists of 4 Indonesian accounts (@alfisyahere, @mr.deedeeeee, @sluggish\_journey, and @hexxies) and 4 international accounts (@zenfluentmaria @english.with.lucy, @jforrestenglish, and @antonioparlanti). The researcher chose the eight accounts by identifying numerous TikTok accounts that consistently post pronunciation content based on the content videos, amount of followers, likes, posting frequency, and relevancy.

### **C. Data**

After analyzing the content of TikTok accounts, the researcher requires the data source in order to make it available for this study. The purpose of this study is to assess the content of TikTok accounts that are suitable for learning English. After examining the content of TikTok accounts, the researcher summarized the finding in descriptive form. According to Cresswell (2014), descriptive research is suitable to obtain extensive information on a specific occurrence, and it is frequently used in educational research to comprehend complex behaviors and attitudes.

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

Data collection procedure is the way of the researcher to collect the data. The data collection technique that the researcher use is documentation. Cresswell (2017) defined that documentation can be photos, art object, videotapes, webside main pages, emails, message texts, social media texts, or any form of sound.

In this study, the researcher opened a pronunciation playlist and selected the most watched videos to collect the data via mobile phone. The researcher subsequently captured the mobile phone screen to take a profile picture of the selected TikTok account for documentation.

## **E. Data Analysis**

### **1. Data Reduction**

Data reduction is the process of selecting, focusing, simplifying, abstracting, and changing data from written field notes or transcripts, interview transcripts, documents, and other empirical materials. It is a type of analysis in which data is sharpened, sorted, focused, discarded, and organized in order to draw and verify "final" findings. (Miles, 2014)

In this process, information is selected and targeted from the TikTok application. After collecting the data, the researcher reviews the various TikTok accounts to ensure that the information can be used for learning English pronunciation.

### **2. Data Display**

Miles, Huberman, and Saldana (2014) define data display as a structured and compressed collection of information that enables the making of conclusions and actions. In this research, the data display occurs after the data has been minimized. The data from the documentation is examined and presented in the form of a description. In this step, the researcher displays data containing various kinds of

TikTok accounts that can be used in learning English, especially in English pronunciation.

### 3. Verifying Data and Conclusion

In qualitative research, conclusions is the answers to the research's questions that the researcher stated at the beginning of the study. Based on the minimized and presented data, the researcher develops conclusions supported by considerable evidence during the data collecting stage, which enabled the data to answer the investigation questions above.

Miles Matthew and Huberman Michael (1992) declare that conclusions in qualitative research are new, unprecedented findings. These conclusions can be descriptions or illustrations of an object that were ambiguous or uncertain before additional investigation made them clear. These conclusions may be theories, hypotheses, or causal or interactive relationships. Moreover, verifying data in qualitative research is the process of confirming that conclusions are supported by the available data and examining the precision and coherence of study findings. This entails taking action to guarantee that the information collected and examined appropriately represents the reality under study.

The stages for gathering, processing, visualizing, and drawing conclusions of this research are listed below:

- a. The researcher collected data from TikTok accounts that can be used to learn English pronunciation.
- b. The researcher analyzes the videos from the specified TikTok accounts.
- c. The researcher identifies TikTok accounts that can assist students in learning English pronunciation.