

CHAPTER III

RESEARCH METHODOLOGY

In this specific chapter, the researcher explains the methodology used in the study. This chapter starts with the research setting, design, participants, data collection, instrument, and data analysis.

3.1 Research Design

In nonexperimental research, survey research involves asking people questions about their ideas, attitudes, and behavior (Ary, et al., 2019). Qualitative study was employed to gain deeper understanding on human behavior.

The goal of qualitative research is to comprehend and analyze social behavior as it is shown by individuals within a specific social context. This type of study is very subjective, readily acknowledging the varying subjective opinions and prejudices of the researcher as well as the subjects. Advocates of qualitative methodologies contend that, on the other hand, quantitative research is primarily focused on identifying "social facts" free from personal interpretations of intents and detached from specific historical and social backgrounds. (Creswell and Creswell, 2018).

A qualitative study that is defined by an objective investigation based on quantifiable variables and the conviction that the explanation and prediction of observable phenomena should be the main concerns of science. It is the foundation of quantitative research. Next, it is about meaning and context. the presumption that human conduct is context-bound, meaning that social, historical, political, and cultural interpretations are integral to human experience and give it its meaning (Ary, et al., 2019).

3.2 Research Subject / Object

The study is conducted at the English Language Education Department University of Muhammadiyah Malang. The University of Muhammadiyah Malang is located on Jl. Tlogomas No. 246 Malang. Meanwhile, for the class C English education department class of 2020, there are 34 students. Due to time and energy constraints, the researcher would only survey the contact person for each class. The researcher will distribute the survey to all classes to gather as many participants as possible. Survey research works better with a lot of participants (Ary, et al., 2019).

3.3 Data Collection

The researcher explained the technique as well as the instrument in this part. Before explaining the technique and the instrument, the researcher used the procedures suggested by Ary et al. (2019) to gather the data. The process of gathering data for qualitative study involves two steps, in which, choosing the site and choosing researcher's role.

a) Choosing The Site

The qualitative researcher has to choose the site based on the research question. In order to study the topic of interest, the researcher must first attempt to get entry into the specific location or group of individuals, and then you must negotiate entry by taking on the position of either a full participant observer, a mere observer, or a combination of the two. Certain websites are extremely focused on the research question.

b) Choosing Researcher's Role

There were several role proposed by Ary et al. (2019). First, participant, the subject of the study is the individual from whom or about whom data are being collected. Non-participant, it occurred when a researcher observes something without actively participating in the subject matter. Complete participant, a participant in a research group who records information on the

group's normal activities without disclosing to the other participants that they are being studied. Also known as an undercover agent. Participant-observer, it is when the observer actively engages in the activities of the subjects of the observation. The researcher chose to be the non-participant since the researcher observed and did not actively engage in the subject matter.

3.3.1 Technique and Instrument

The technique in the data collection refers to the technique the researcher employed in gathering the data. The study employs qualitative study. The technique the researcher employed was document analysis. Meanwhile the instrument employed was artifact. The analysis of documents can concentrate on nonwritten records such as photos, audiotapes, videotapes, computer images, websites, musical performances, televised political speeches, YouTube videos, virtual world settings, blogs, social networking sites, etc., or written or text-based artifacts such as textbooks, novels, journals, meeting minutes, logs, announcements, policy statements, newspapers, transcripts, birth certificates, marriage records, budgets, letters, e-mail messages, etc. Sometimes the researcher will ask participants to provide artifacts or papers. For instance, participants may be asked to write family stories, keep a journal about their experiences, draw pictures to represent memories, or speak out loud while recording their thoughts. Certain researchers assign homework assignments to participants prior to focus groups, which are subsequently gathered for document analysis.

3.3.2 Procedure

To conduct a qualitative study, researchers apply the following procedures.

a) Determined the sampling

The researcher chose a good representation of class group chats where students and lecturers actively communicate. Make sure that there will be a good representation of different subjects and different levels of study. The researcher determined the time setting to clearly delimit the time frame within which data will be gathered, for example, one semester or academic year.

b) Researcher took the screenshots of WhatsApp messages

Researcher took the screenshots of WhatsApp messages between students and lecturers in the chosen class group chats. The researcher should be certain that there will be a set of various interactions, like questions, announcements, discussions, and private messages.

3.4 Data Analysis

In the data analysis, the researcher conducted content analysis. Collected screenshots will be subject to a content analysis for emergent themes and patterns. Then, the researcher conducted coding. A coding scheme must be designed for the various kinds of messages and patterns of communication. For instance, codes could be: assignment questions, solicitation of feedback, greeting, follow-up, formal/informal language. Finally, thematic analysis through communication trends and etiquette, some themes will be established in the process. For example, some of the topics may be response time, level of formality, use of emoticons, and politeness strategies.