

## **BAB III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

This study uses a descriptive qualitative approach. The qualitative method is defined as a social science research method that collects and analyzes data in the form of human words and actions and researchers do not try to calculate or quantify the qualitative data that has been obtained and thus do not analyze numbers (Afrizal, 2016: 13). whereas according to Sugiyono (2016: 9) qualitative descriptive method is a research method based on the post-positivism philosophy used to research natural object conditions (as opposed to experiments) where the researcher is the key instrument of data collection techniques carried out in triangulation (combined), results from Qualitative research emphasizes meaning rather than generalization. This study uses a qualitative descriptive research method because this research explores the phenomenon of the effect of using Instagram in increasing students' self-confidence in speaking English. Qualitative descriptive research describes the existing data along with the current situation. This study also reveals attitudes, contradictions, relationships, and views that occur in a range of respondents. This type of research describes conditions as they are without manipulation of the variables studied. This research is a type of research with the process of obtaining actual data. Qualitative data tend to be open-ended without predetermined responses, while quantitative data usually include close-ended responses such as those found in questionnaires or psychological instruments (Creswell,2014).

### **3.2 Research Subject**

The subject of this study was seven students with more than 1000 followers from year 2020 of the English Language Education Department at the University of Muhammadiyah Malang University of Muhammadiyah Malang, the researchers chose students of the 6th semester of the Department of English Education to be the SUBJECT to make it easier to analyze. The ten selected students have the following characteristics: (a) Have an Instagram account, (b) Have more than 1000 followers, and (c) Have posted daily videos in English. (d) Daily post in instagram

### **3.3 Data Collection Technique**

There are several ways to collect data such as questionnaires, observations, archive notes, interviews, and tests. In this study, researchers used interviews to collect data. Sugiyono (2008: 222) stated that in qualitative research, the instrument is the researcher. Hence, the researcher should validate by themselves their ability to conduct research. Data is information that has been collected by conducting research. To get reliable data, the researcher has to use some techniques for collecting those data. Data data-collecting technique is an important step in research because the research aims to get the data. Collecting data can be done in any setting, any source, and anyway. There are five data-collecting techniques. Those are observation, interview, questionnaire, documentation, and triangulation. The researcher selected interview as the instrument of the research.

#### **3.3.1 Interview**

There are many ways to collect data, such as observation, document analysis, surveys, and others. In this study, researchers used interviews to collect data. Before getting the data, the researcher had to make observations on Instagram to find out the effect of Instagram in increasing the self-confidence of students majoring in English education who had more than 1,000 followers.

### 3.3.2 Procedure

The research data is collected in the following steps below:

1. Selecting Instagram accounts that meet the criteria.
2. Looking at the posts on these accounts.
3. Preparing interview questions:

The results of the research data were obtained by asking interview questions. The first question asked participants, "How does Instagram affect your self-confidence?" This question aims to explore the influence of Instagram on participants' self-confidence. By providing insight into participants' perceptions of how Instagram impacts their self-confidence, the responses provided can provide valuable information regarding the impact of the platform.

The second question, "Can you share an example of a time when using Instagram helped increase your self-confidence?" This investigation sought concrete examples from participants' experiences where Instagram use played a role in increasing their self-confidence. By sharing specific examples, participants were able to provide detailed narratives illustrating the practical impact Instagram had on their self-confidence.

After participants provide their answers, the interview will continue by asking "In what ways do you think Instagram has the potential to increase someone's self-confidence?" In this question, participants were encouraged to express their beliefs regarding the potential of Instagram in increasing one's self-confidence. By eliciting their thoughts on the platform's broader impact, this question aimed to uncover participants' perspectives on Instagram's capacity to contribute positively to levels of trust.

To find out which Instagram features participants use most in increasing self-confidence, participants were asked the question "Are there any specific features of Instagram that you find particularly helpful in promoting self-confidence?" The focus of this question is on identifying specific features of Instagram that participants found helpful in promoting self-confidence. By asking for details about the features they consider beneficial, the question aims to pinpoint aspects of the platform that play a significant role in influencing confidence levels.

Next, participants will be asked a final question to get more accurate results with the question "Do you believe that Instagram has the potential to contribute to a person's overall sense of self-esteem?" This inquiry explores the participant's beliefs regarding Instagram's potential contribution to a person's overall sense of self-worth. By delving into their perceptions of the broader impact on self-worth, the question seeks to uncover the participant's holistic perspective on how Instagram may influence one's sense of value and significance.

4. Interviewing the subject about the effect of using Instagram with thousands of followers on increasing confidence in speaking English.
5. Collecting the data.

### **3.4 Data Analysis**

Qualitative data tends to be open-ended without predetermined responses, whereas quantitative data usually includes closed responses as found in questionnaires or psychological instruments (Creswell, 2014). Qualitative research data analysis was carried out during data collection and after the completion of collection within a certain period. At the time of the interview, the researcher had analyzed the answers interviewed. In this study, the data that will be analyzed is data on the influence of Instagram users with more than 1000 followers with increased confidence in speaking English in class C 2020 students majoring in English education at the University of Muhammadiyah Malang.

Data analysis is carried out by organizing data, grouping it into units, synthesizing, compiling it into patterns, selecting what is important and learning, and making conclusions that can be told to others.