

CHAPTER III

RESEARCH METHOD

This chapter discusses the research approach used to obtain the required information. This chapter comprises four main sections: research design, research subjects, data collection, and data analysis.

3.1 Research Design

The current research used a mixed methods approach to comprehensively understand the strengths and weaknesses of using Instagram in learning speaking in EFL classes. The mixed method combines qualitative and quantitative methods in one study (Hafsa, 2019). Integrating mixed methods in research makes it easier to collect and analyze data from multiple sources efficiently using statistical techniques. Mixed methods research has the potential to appeal to researchers who value both qualitative and quantitative approaches while minimizing the limitations associated with each method (Creswell & Creswell, 2018).

Qualitative methods allow researchers to probe deeply into individuals' perceptions, insights, and experiences that quantitative data may not be able to convey. The methods are descriptive, and one of the data collection techniques is interviews. In contrast, quantitative methods provide a methodical means of collecting and interpreting data, which allows the identification of significant trends and patterns. It is mainly presented in tables, graphs, and numbers due to its numerical nature.

The researcher chose a mixed approach because the combination of qualitative and quantitative data is considered to provide diverse and complementary results, increasing in-depth understanding of the phenomenon under research. From a practical and procedural standpoint, qualitative and quantitative approaches offer valuable advantages in the research process. In addition, this approach enriches the findings and offers a more comprehensive perspective that can inform future research and practice in learning English speaking. This method design contributes to complementarity by understanding a problem through each approach's interrelated strengths. As such, mixed methods can help broaden the scope and reach of research (Dawadi et al., 2021).

3.2 Research Subject

This research aims to find out the advantages and disadvantages of using Instagram as a medium in learning speaking in EFL classes. The participants of this research were 34 students from all eleventh grades of SMAN 7 Malang. The selection of these participants was based on their relevance to a particular field or discipline and played an essential role in addressing knowledge gaps. In addition, problems faced by students related to the research topic were found. Data collection techniques included questionnaires and interviews to obtain more in-depth data.

The approach used was purposive sampling. Purposive sampling is a sampling approach that allows the researcher to access information that is appropriate to the research topic. Participation requires the fulfillment of specific criteria or characteristics so that it is easy to gather an in-depth understanding of a particular research area. Purposive samples offer several advantages. These samples

allow the researcher to concentrate on a particular population of interest or create homogeneity in the sample (Andrade, 2021).

3.3 Data Collection

Data collection refers to systematically gathering data to gain valuable insights regarding the research subject (Taherdoost, 2021). There are different types of data, and different data collection methods are used. This research uses primary data. Primary data collection methods collect data directly from the original source. The researcher used questionnaires and interviews to find out the advantages and disadvantages of using Instagram as a medium in learning speaking in EFL classes.

3.3.1 Technique and Instrument

In order to comprehend the resolution of the research subject, the research included the utilization of questionnaires and interviews to gather data and information from the participants.

1. Questionnaire

Questionnaires contain various specifically crafted questions aimed at gathering data from participants. According to Taherdoost (2022), questionnaires are the leading and most frequently used method for collecting primary and quantitative data. It also makes the data collection process standardized and easily comparable. In this case, the questionnaire will be distributed online to each class, and participants can choose answers according to the available scale. Then, the answers that the participants have selected will be processed and analyzed thoroughly.

This research utilizes methodical questionnaires that include questions that can be answered with a limited set of predetermined options, closed-ended questionnaires. Closed-ended questionnaires offer researchers an efficient and streamlined way to obtain the desired data results. The questionnaire used in this research was designed using a Likert scale. According to Tanujaya et al., (2022), the Likert scale is essential as a measuring tool in social science research, especially in qualitative research. Likert data produces intervals, including mean, sum, and standard deviation.

The questions in the questionnaire were developed based on the theories explored in the literature review, specifically focusing on the advantages and disadvantages of using Instagram as a medium in the speaking classroom. The questions will relate to the benefits of Instagram, its accessibility and usability, and the challenges faced by students, and it will be a total of 15 questions. The questionnaire uses a 5-point Likert scale, which offers participants a range of possible responses, including strongly disagree, disagree, neutral, agree, and strongly agree.

The options and scores for positive and negative items

Options	Scores
Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

Table 3. 1 Options and scores

The use of a midpoint on the Likert scale allows participants to express a neutral opinion between the levels of disagreement and agreement. An equal number of options on both sides of the scale, with or without a midpoint, can result in a scale with an odd or even number of options, such as a five- or six-point scale (Chyung et al., 2017). In establishing a neutral midpoint, responses such as "neutral" or "neither agree nor disagree" are frequently employed.

Items on the five-point Likert scale have specific values to determine the order of higher or lower responses. For instance, on positive statements, a 'strongly agree' response will have a higher value than an 'agree' response; an 'agree' response will have a higher value than a 'neutral' response; a 'neutral' response will have a higher value than a 'disagree' response; and a 'disagree' response will have a higher value than a 'strongly disagree' response (Kusmaryono et al., 2022). However, the difference in distance between 'strongly agree' and 'agree', 'agree' and 'neutral' responses, and so on, is not known for certain. In addition, responses can be ranked to indicate the level of agreement, making the scale ordinal-based (Sullivan & Artino, 2013).

2. Interview

Interviews provide an opportunity to gain in-depth perspectives and insights by evaluating multiple viewpoints. The interview process is conducted after the completion of the questionnaire and is flexible depending on the situation between the researcher and the participant. In addition, tools such as Google Meet and Zoom

will be used for online interviews. Participants are free to use English or Bahasa Indonesia to answer questions.

Semi-structured interviews were used as the primary strategy for data collection in this research. Semi-structured interviews are a qualitative research technique that integrates aspects of both structured and unstructured interviews. In other words, these interviews allow researchers to adapt to their research questions while ensuring that the main themes are predetermined to maintain the desired focus (Ruslin et al., 2022). The research consisted of five carefully constructed questions, supplemented by follow-up questions, administered to five people willing to be interviewed voluntarily.

3.3.2 Procedure

The data collection process in this research began with developing a questionnaire that specifically targeted questions related to the research objectives. The questionnaire was distributed to the research subjects, eleventh-grade students at SMAN 7 Malang. The participants were asked to complete the questionnaire independently based on their experiences. Furthermore, semi-structured interview protocols were conducted with several people who had completed the questionnaire and were willing to be interviewed. During the interview process, researchers included further questions in response to individuals' answers, thus allowing them to probe areas not addressed in the questionnaire. The data obtained from both methodologies were thoroughly reviewed to gain a comprehensive understanding of the utilization of Instagram in the learning of English speaking in EFL classrooms.

3.4 Data Analysis

Data analysis systematically transforms collected data into meaningful and valuable information (Taherdoost, 2020). In this research, a mixed methodology is utilized to collect qualitative and quantitative data, which will then be evaluated using various analytical approaches. The data obtained from the questionnaires and interviews will undergo different analytical methods. Questionnaires will be processed through descriptive statistical analysis, while interviews will be assessed descriptively as well, providing a more comprehensive understanding of the data obtained. The data analysis process consists of three distinct stages: data reduction, data display, and conclusion/verification.

1. Data Reduction

The processing of the data involves multiple stages. Quantitative data, obtained from questionnaires, involves a closed questionnaire with a 5-point Likert scale. This scale includes options ranging from strongly disagree, disagree, neutral, agree, to strongly agree. Likert scale data can be examined and interpreted as ordinal data within this framework. SPSS version 26 is employed to obtain the required results.

Subsequently, the analysis of qualitative data, gathered through semi-structured interviews, also encompasses several stages. These interviews are designed to match the researcher's and participants' situation. Firstly, the data is transcribed. Secondly, categories are created to organize the responses given by each participant. Thirdly, the data is collected and described. Following this, the

responses are compared among participants. Finally, the analysis results are presented in a narrative form.

2. Data Display

In data presentation, quantitative data is illustrated through bar charts, while qualitative data will be presented in the form of sentences or descriptively, where the essence of the responses is aligned with the points of the question. This presentation of data facilitates the researcher in drawing conclusions.

3. Conclusion Drawing/ Verification

In this final stage of data analysis, conclusions are drawn from the results obtained, focusing on the strengths and weaknesses of Instagram as a medium for learning speaking. Data of both types, quantitative and qualitative, are interconnected to provide a deeper understanding of the research topic.

