

## CHAPTER III

### RESEARCH METHOD

This chapter explains the research method used in this study. There were five points being discussed, namely research design, object, instrument, data collection, and analysis. Each point will be explained below.

#### 3.1 Research Design

The research design used in this study was a descriptive qualitative research design. There were three main reasons for choosing descriptive qualitative as a research design. First, this study used this type of research design because it was related to the goal of this research, which is to make people understand that clickbait was not only about hyperbole words, but there were other patterns as well. Second, the data or samples needed could be obtained or accessed directly on the internet through Deddy Corbuzier's Podcast YouTube videos. According to Ari (2009), YouTube videos are used as an instrument that can be analyzed using a qualitative method. Several previous studies from Izar et. al., (2021), Muliana (2022), and Sinaga & Hutanaen (2020) used qualitative descriptive to analyze videos. Last, referred to the definition of descriptive research by Akhtar (2016), this study focused on investigating the social phenomenon, in this case, clickbait on the YouTube platform.

According to Akhtar (2016), the goal of descriptive research design is to identify and obtain a particular issue's phenomena. The phenomena are described as a social system, social experiment, and social event. Meanwhile, only social events exist in this case, clickbait on the Deddy Corbuzier podcast YouTube videos. Furthermore, this research focused on examining the types and patterns of clickbait found on the Deddy Corbuzier podcast YouTube videos.

#### 3.2 Research Object

The research object in this study was Deddy Corbuzier's YouTube Podcast videos uploaded from 1st December 2021 until 31st January 2022. Deddy Corbuzier was selected due to several reasons. First, he has a YouTube podcast

channel program, namely #ClosetheDoor, with a variety of topics such as politics, health, sports, celebrity issues, religion, 18+ rated content. Second, most videos go viral among the public because the topics raised are widely discussed, and the guests are controversial. Furthermore, he has quite interesting character such as a good critical thinking, comfortable communication style, and tends to be neutral when interviewing guests.

The dates were chosen because there was enough clickbait found during that period. Moreover, he regularly uploads his YouTube podcast videos at least once a day, and the duration is long, so it is considered sufficient to be used as a sample.

According to Sholehudin (2020), the research object in a qualitative study is in the abstract social issue form that needs to be investigated deeply by considering the phenomenon's facts. The phenomenon here is the clickbait found in Deddy Corbuzier's YouTube podcast videos. Many previous studies have proven that YouTube can be used as a research object. For example, there were investigations from Utami (2021) and Hasanah (2020) that used Atta Halilintar and Deddy Corbuzier's YouTube channels as the research object of their studies.

### **3.3 Research Instrument**

The instrument used in this study was a document. To be more specific, this research implemented non-written and written documents. The non-written document was in the form of Deddy Corbuzier's podcast, while the written document was in the form of an organization table that classified the clickbait type and the pattern. Both written and non-written were used to answer the first and second research problems.

Non-written document here was Deddy Corbuzier's YouTube videos podcast. There were 33 videos being analyzed and sorted to clickbait and non-clickbait. Those clickbait videos were categorized based on the types and patterns in the table that was created. Written document here was a table organization. There were two types of organizing tables: table 1 dealt with types of clickbait, and table 2 contained patterns of clickbait. Table 1 had four columns, namely type of clickbait, the video's date, the title of the video, and the explanation. On the other

hand, table 2 contained four columns, namely patterns of clickbaits, the video's date, the video title, and the explanation. This table was using to categorize the analysis results from videos that had been watched (see table 3.1 and 3.2).

Research instruments can be collected from many sources. Ari et al. (2009) recognize that the documents studied could be written (newspaper, logs, announcements, journals, textbooks, and many else) or non-written (websites, televised political speech, computer images, pictures, and so on). According to Cloutier and Ravasi (2020), in qualitative research, the aims of the table are to help in organizing and condensing the data effectively, permit the researcher to analyze their data from diverse perspectives, and help in presenting the evidence and results succinctly and convincingly to the readers.

### **3.4 Data Collection**

This part explained the data gathering processes. The steps were taken from Mardliyah's (2018) research with some modifications regarding the needs. The steps can be seen below.

- Collecting the YouTube podcast video links from Deddy Corbuzier's official YouTube Channel.

The first step was collecting the podcast YouTube link. From 42 videos uploaded by Deddy Corbuzier's official YouTube channel from December 2021 to January 2022, this study discussed 34 links. The reason was that those 33 links were categorized as podcasts while the rest were not.

- Identifying the samples by watching the videos podcast of Deddy Corbuzier.

The second step was watching the videos from the gathered links. The step was applied to find the clickbait based on its types and patterns. The videos were reviewed more than once to get more valid information or data. The review process took eight days in total, with the detail of four up to five videos watched each day.

### 3.5 Data Analysis

This section contained data analysis processes. These steps referred to Rizky and Kertanegara (2018) with some development to the context of the study. The explanation of each step can be seen below.

- Classifying and analyzing the data

The first step of data analysis was classifying and analyzing the data. The clickbait was classified according to the type and pattern and organized in the table. The theories from Biyani, et. al. (2016) and Dhoju, et. al. (2018) was used in deciding the type and pattern. Furthermore, the data were analyzed descriptively. The organization table can be seen below.

Table 3. 1 The Types of Clickbait

No.	Types	Video Upload Date	Title	Explanation

Table 3. 2 The Patterns of Clickbait Title

No.	Patterns	Video Upload Date	Title	Explanation

- Drawing conclusion

The last step was drawing the conclusion based on the findings. The findings were about the types of the clickbaits, and the patterns of headlines that contained clickbait. Furthermore, the findings would be

compared with previous studies to find the similarity and the contrast. Moreover, the novelties and the room for improvement in this study were also explained in this part.

