

## CHAPTER III

This chapter discusses the procedures used in conducting the research. It covers research design, subject of the study, research instrument, data collection, and data analysis.

### 3.1. Research Design

This study implements a quantitative design to obtain information about Eled students' perceptions of using Instagram social media. This research focuses on collecting data on students' perceptions of the use of Instagram reels as a representative educational media. This research aims to determine how students view Instagram Reels as a learning tool, whether they find the content useful, interesting, or less effective. In research procedures, there are several techniques to conduct research that guides the researcher's plan of how to proceed to gain an understanding of some groups or some phenomenon in its context, Ary (2010). The method or design used should be systematic to get an accurate result. Moreover, this study was designed to specifically answer the research questions "How do students perception of Instagram media in education?" Therefore, to find out more about students' perceptions of their understanding of vocabulary, this study applies quantitative methods.

### 3.2. Research Sample

In quantitative research Bryaman, (2012) argues that the research is a strategy that focuses on quantifying the collection and analysis of data. Subjects were selected based on their habits in using digital media during educational learning. An active Instagram users who use the platform for educational purposes, particularly vocabulary enhancement.. Therefore, the researcher chose ELED students as research subjects. A total of thirty (30) students were selected from the

University of Muhammadiyah Malang who had met the above criteria. For this study using statistical analysis, a sample of at least 30 is considered adequate. Collecting data from 30 students is more realistic in terms of time and effort compared to a larger sample. A total exaple of 10 reels with the theme of vocabulary frequency will be displayed in the questionnaire used to collect data.

### 3.3. Research Instrument

In this study, the researcher used a questionnaire. To effectively gather data on students' perceptions towards ELED instagram reels for vocabulary acquisition, the researchers used both a questionnaire and a vocabulary test. The questionnaire was designed to measure students' levels of engagement, perceived effectiveness of the reels, and motivation to learn vocabulary through instagram reels.

**Table 31.** Questionnaire Guideline

No.	Indicator	Question Number
1	Demographic	1 - 10
2	Students' Perception	11-20

It will include likert-scale questions to provide quantifiable data on these variables to regulate opinions, and perceptions of students. 4-point scale range from 1 = strongly disagree to 4 = strongly agree will be used by researcher. The likert-scale used was adopted from (Tanujaya et al., 2022) research titled “Likert Scale in Social Sciences Research: Problems and Difficulties”. The questionnaire used is a checklist questionnaire. Students only provide a check mark in the column provided. It will use google form questions to provide quantifiable data on these variables to regulate opinions and perceptions of students. The table below are the expressions of rating points of the likert-scale:

**Table 3.2.** Expressions of Rating Points of the Likert Scale

No.	Answer	Score
	Strongly Disagree	1
	Disagree	2
	Agree	3
	Strongly Agree	4

(Tanujaya et al., 2022)

### 3.4 Data Collection

The data collection technique used is a questionnaire. According to Sugiyono (2012), a questionnaire is a data collection technique carried out by providing a series of questions or statements to respondents to be answered. In relation to this, the data collection technique in this study was carried out using the actual participant method where each student was selected and asked for their opinion or perception about the digital media Instagram in Education for UMM Eled Students. Student statements are considered as supporting factors used to complete this research. The following is the data collection procedure.

1. First, provide a link to an example of a video on vocabulary frequency from an Instagram.
2. Second, distribute the questionnaire to students using google form
3. Third, distribute the questionnaire to students through class.
  - Section 1: Demographic information (year of study), Habits in using Instagram (frequency, duration, and purpose), Engagement with Instagram content (e.g., following educational accounts, saving posts, interacting with vocabulary-related content).
  - Section 3: Perception of Instagram as a tool for vocabulary frequency enhancement

4. Fourth, collecting completed questionnaires by checking Google Drive.
5. Finally, calculate the response results and totals by displaying a diagram

### 1.5. Data Analysis

After the data is collected, the researcher analyzed the data by using bar chart. There are several steps to analyze the data, those are:

- a. Calculating The Total Score of Each respondent from Questionnaire

In this study, a questionnaire was used which is expected to make it easier for respondents to provide answers. The Google form contains responses for each instrument item that range from Strongly agree, agree, disagree, strongly disagree.

The researcher will check the completeness of the distributed questionnaire to make sure respondent's data can be used. Then scoring the answer into numerical variable data by 4-point likert-scale mentioned in data collection instrument. The table analysis of students' perception based on likert scale as using the following table (refer to table 3.3).

**Table 3.3.** Students' Answer

Indicator	Students' Response			
	SD	D	A	SA
Student Perception				