

CHAPTER III

METHOD OF THE RESEARCH

A. Research Method

In conducting a research, we need a design to make the research directed well. In this research, the writer adapts a descriptive qualitative method. This research analyzes the English learning method used in the “Learn English with TV Series” YouTube Channel. The descriptive research method is a method that is widely used and developed in social science research, because it is mostly social research is descriptive in nature, although this research is also used in exact science research.¹

The writer used a content analysis to explain this study. Content analysis is any technique used to draw conclusions through efforts to find characteristics of messages, and is conducted objectively and systematically.² The writer wanted to know the English learning method used in the “Learn English with TV Series” YouTube Channel.

B. Data and Unit of Data

The data is coming from the object of this study, namely the “Learn English with TV Series” YouTube Channel videos, the transcript of some video from free PDF power lesson this channel offered that can be

¹ Nur Khoiri, *Metodologi Penelitian* (Semarang: Southeast Asian Publishing, 2005).

² Lexy J. Moleong, *Metodologi Penelitian Kualitatif*, 35th editi. (Bandung: PT. Remaja Rosda Karya, 2004).

downloaded from official website of this channel, and Feedback from YouTube Comment Section, Official Website, and Other Research. The writer chooses five videos in this channel as unit of data, the videos are: (1) English with TV Series: Joey's Perverted Tailor (Friends); (2) Learn English with TV Series: The Big Bang Theory; (3) Learn English with Friends: The Friendly Finger; (4) Learn English with Movies: Will Smith - The Pursuit of Happiness; (5) Learn English with Harry Potter and the Chamber of Secrets.

C. Technique of Data Collection

Collecting data is one of the most important steps in a research. Because of it, a researcher should be able to determine a suitable technique to collecting a data. There are several techniques to collect the data including observation, questionnaire, interviews and documentation. To detain an accurate data collection, data analysis, and data interpretation, the writer used documentation study as the way to collecting data.

The document of analysis could be in form of written and non-written.³ The example of written document are journal, textbook, newspaper, transcript, announcement, novels, email messages, and letter. Moreover, the non-written document could be YouTube video, photographs, audiotapes, websites, and virtual world setting. In this research, the data was collected from the "Learn English with TV Series" YouTube Channel

³ D. Ary et al., *Introduction to Research in Education*, 8th editio. (Cengange Learning, n.d.).

video, the transcript of some video from free PDF power lesson this channel offered that can be download from official website of this channel, and feedback from YouTube comment section, official website, and from other research. All the collected data can be seen in Appendixes.

There are several steps taken to collect the data in this study using the following table. The first thing is the writer sorting and listing the videos, then the chosen videos are listed like the table below.

Table 3.1 Lists of Videos

Name of Video Total Viewers Date of Publication Duration of the Video Name of the Video Educator Video's Scene Part	
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In collecting the data, the next step is downloading the video and the transcript. The videos can be found in the YouTube Channel and some of the transcript available in official website from free PDF power lesson. Then the movie clip's transcript, vocabulary explanation, ninja native pronunciation tips explanation, and references explanation are listed like the table below.

Table 3.2 List of Movie Clip's Transcript, Vocabulary, Ninja Native Pronunciation Tips, and References Explanation

Movie clip's transcript	
Vocabulary	
Ninja Native Pronunciation Tips	
References	

The writer also used books and papers about content analysis, learn with TV series, and YouTube as a learning medium as a guideline in analyzing and interpreting data. The writer adopted the instrument from YouTube comment section, feedback of learners who joined the full course from this channel official website, and from other research in order to obtain an accurate data collection and present a trustworthy finding that fairly closed to the real situation where the YouTube Channel used. The chosen feedbacks are listed like the table below.

Table 3.3 List of Feedback

No	Name	Feedback

D. Instrument of The Research

In this research, the writer itself is the instrument because only human who is be able to read and watch the document in order to analyze

and describe the english learning method used in the “Learn English with TV Series” YouTube Channel.⁴

E. Data Analysis

In the procedure of analysis the writer doing the following steps of study: In the beginning procedure, the writer identify the research question then made the guidelines appropriated with the data that the researcher have been looking for. Then, to answer the first and the second research questions about kind of the method used and the way method used in the video, the very first thing that the researcher did is:

1. Watch

The writer watching the video and reading the transcript to make deeply understand about the method used in the video content.

2. Listing and Make a Table

The writer divides and listing the videos in the table then broke down the transcript into parts, scene by scene to know and analyze the way method used in this video

3. Differentiate

The author differentiates the table for each video to compare the learning method used in each video, and then finds the same pattern about the methods used in the videos of this YouTube channel.

⁴ Ary et al., *Introduction to Research in Education*.

Meanwhile, to answer the last research question, the thing that the writer did was reading the feedback from the YouTube comment section, from the official website that contains feedback of learners who joined the paid full course, and several paper or research that mention this channel. The writer sorting out the feedback then listed them into the table.