CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The design of this research is qualitative research. The qualitative research is rooted in a natural setting as a whole, relies on humans as a research tool, utilizes qualitative methods, conducts inductive data analysis, directs its research objectives to find theories from the basic, is descriptive, emphasizes process rather than results, limits studies by focus, has several criteria to check the validity of data, the research design is temporary. The researcher and the research subject agree upon the research results (Moleong, 2017).

The qualitative research method is based on the post-positivism philosophy, which examines objects in natural conditions (actual conditions, not set or in experimental conditions) where the researcher is the key instrument (Sugiyono, 2015). Descriptive research is a type of research with a method that aims to explain the phenomenon under study (Ramdhan, 2021). The descriptive nature of qualitative research means that research attempts to make a systematic, accurate, and factual overview of a fact, nature, to the relationship between the phenomena studied (Thabroni, 2022).

This study uses a qualitative descriptive research design. The descriptive research method was used in this study to describe data in the form of words from language phenomena that occur among Korean YouTuber speakers. This research produces data in the form of words which are then related in the form of

sentences. So, therefore this study uses a type of qualitative research method. The research design that uses descriptive qualitative is to find out what sound changes are produced by Korean YouTuber's speech.

Based on the above understanding, it can be concluded that the qualitative descriptive research method is research conducted to examine an object, a condition, a group of people, or other phenomena with natural or real conditions (without an experimental situation) to make a systematic overview or factual and accurate detailed description.

3.2 Data Source

Data comes from the plural word datum in English, which means something known or considered. Something that has happened is called a fact. Meanwhile, data are facts or images collected from certain circumstances (Pralystia, 2009). Data sources are divided into two categories, primary data and secondary data. Primary data is data collectors getting data sources directly. While secondary data is that data collectors cannot directly get data sources (Sugiyono, 2015).

This research used primary data, namely word by Korean YouTubers. Video content by Korean YouTubers is the data source in this study. The data from this study is the words of Korean YouTubers who experience segment insertion, add new features and phoneme changes. The subjects of this research are Korea Reomit, Ujung Oppa, and Bandung Oppa. The three YouTubers are Koreans who can speak Indonesian. Each utterance of each subject is taken from

three videos uploaded on YouTube with the most views and likes. The results of their utterances were used as data in the form of words in this study.

3.3 Population and Sample

Qualitative research does not use the term population, but Spradley calls it "social situation" which consists of three elements. the elements in the social situation are places, actors, and activities that interact synergistically (Sugiyono, 2017). The simple definition of a sample is a portion of the population that is selected and represents that population (Yusuf, 2014). Based on the description above, this study decided to use a sample collection technique by means of nonprobability sampling.

Nonprobability sampling technique used is purposive sampling. nonprobability sampling technique is a sampling technique that does not provide an opportunity or opportunity for every member of the population to be used as a research sample. Purposive sampling, namely the sampling technique used in research that has certain considerations in sampling or determining samples for certain purpose (Aryani, 2013).

Based on the purposive sampling explanation above, certain considerations in sampling in this study are short YouTube videos that have many viewers and likes. This study used nine samples from 233 populations.

3.4 Data Collection Method

Data collection techniques are essential in research because the primary purpose is to obtain data. The requirement to obtain data that meets the

established data standards is to know the data collection techniques (Sugiyono, 2015).

Collecting data in this study used the method of observation. Observation is the ability to use observation through the work of the five senses, assisted by the other five senses (Bungin, 2007). The technique used in this study is the observation method. The observation method is a method that is carried out by observing or listening to the use of language (Sudaryanto, 2015). This study collects data by observing videos from Korean YouTuber content.

The second step in data collection is the basic technique. The basic technique of this research is the tapping technique. This technique is carried out when observing subjects by tapping. The tapping technique means that this data collection is carried out without the object being known (Sudaryanto, 2015). This study used the tapping technique as a basic technique because it analyzes the utterances of Korean YouTuber video content without the three YouTubers knowing about it.

The third step is the indirect observation technique. The technique of indirect observation is an observation activity as an objective observer only (Sudaryanto, 2015). This technique is suitable for research data collection because there is no reply when collecting data. The final step in this data collection technique is the note-taking technique. The note-taking techniques can be done using a computer or writing instrument (Sudaryanto, 2015). According to the required data, the purpose of this technique is to the results of transcribed video

observations. So, the explanation above steps in this study to make a data collection method.

3.5 Data Analysis Method

Data analysis systematically search for and compiles interview transcripts, field notes, and documentation by organizing data into categories, describing them into units, synthesizing them, forming them into patterns, and selecting the essential items to be studied, and conclude so that readers can easily understand them. In qualitative research, data analysis focuses on the processes more common in the field during data collection. The data analysis in qualitative research is an ongoing activity that occurs during the research process, not after the process (Sugiyono, 2015).

This study uses the distribution method to process the data obtained. The distribution method is "a method of analysis in which the determining tool is in the language itself, by way of substitution." The basic technique of the distribution method is the direct element technique, commonly called BUL. The Direct Element Division Technique (BUL) divides the lingual unit of data into several parts using a driving force, intuition (Sudaryanto, 2015). Advanced techniques in this distribution method include insert, shape-changing, and repetition techniques.

Data analysis in this study did after collecting the data; the steps taken to analyze the data were as follows: first, classifying sound changes according to the theory used in this study; second, analyzing the grouping results, and describing and explaining the findings.

3.6 Data Validity Method

Data validity is essential to determine the accuracy of valid data. Valid data does not differ between the reported data and the research object data (Sugiyono, 2015). The method of determining the validity of this research data uses double-checking. The process of rechecking is rechecking the data obtained when analyzing the object. The rechecking aims to determine the extent to which the information obtained corresponds to the analyzed object. Besides that, rechecking is done so that the data report's writing follows the data source (Sugiyono, 2015). Recheck is an attempt to find the validity of the data by using the same method to obtain research object data (Hendriani, 2015).

Recheck is an attempt to find the validity of the data by using the same method to obtain research object data. Implementation in this study using rechecking; the data obtained must be tested for validity with video content on three Korean YouTubers. The data is checked with the content used as the research subject of this study. Corresponding with this theory can make the data obtained valid or valid. Research with accurate data produces good data. Excellent and valuable data is data that follows objects; data must have standard errors, be timely and have a relationship with the problem according to the research conducted (Pralystia, 2009).

3.7 Data Analysis Description Method

In descriptive research, there are two ways of presenting data, namely, the way of presenting informal and formal. Informal representation is the formulation of ordinary words, even though the terminology is technical. The description of

second way of presenting information is formal. One method for formally representing information is a formulation that uses signs and symbols (Sudaryanto, 2015).

In this study, the presentation uses formal and informal methods. The formal method is used in this study because several tables and signs such as square brackets ([]), are in the analysis section. In addition, this study, of course, uses informal methods to describe the results of the analysis, which are described in words.