CHAPTER III

RESEARCH METHOD

This chapter discusses about the research methodology used by the researcher to conduct the research, the type of research design, data and subject of the study, technique and instrument of data collection, then technique of data analysis. The items explanation discussed as follows:

A. Research Design

Research design is a model to conduct a research. It is purposed to help the researcher to understand the actual structure of the study, to plan the study and the way the research is carried (Maxwell, 2012: 215). The quantitative applied in this research is descriptive quantitative. The purpose of quantitative research is to investigate a certain topic or activity that can be measured in quantifiable term. In descriptive research the researcher is simply studying the certain phenomenon as it exists naturally without manipulates the individuals, conditions, or events. There are two types of descriptive quantitative research according to Craig (2018: 111) those are survey research and observational research.

The research design used in this research is descriptive quantitative with survey. Descriptive quantitative is a design purposed to describe and interpret the current status of individuals, settings, conditions, or events (Mertler, 2014). Fraenkel et al. (2012) stated that the main purpose of

survey research is to describe characteristic of population. It is one of the quantitative research technique in which the researcher conduct some survey to sample or population of individuals to describe their attitude, opinions, behaviors, experiences, or other characteristics of the population (Creswell, 2005). This research is categorized as descriptive quantitative because this is aimed to investigate some opinions from Twitter user perspective related to its contribution for students' writing ability. The descriptive quantitative with survey is chosen because this study collects opinion that should be presented in quantitative data such as graphic and number and purposed to describe the characteristic of population. It is important to know from the Twitter users' perspective about their experience dealing with the contribution of Twitter for free writing. Thus, descriptive quantitative is appropriate design to present this research.

B. Population and Sample

The population is the whole group that the researcher collects the data. In this research, the population is the entire Twitter user while the sample is the Twitter user selected with some criteria. Since Twitter is large social media, it is not possible to survey the entire population, the researcher has taken sample from the population that the result represents the population. The number of the sample is less than the population. It is important to select the samples who match criteria to make appropriate data for generalization. The researcher uses random sampling technique where each individual has the same chance to be chosen. The sample of

this research is Twitter users who have status as student and claim themselves that Twitter has contribution for their writing ability. The students who experience the benefit are chosen because they have view about what kind of contribution and how it affects their writing ability. People who experience the phenomenon are good choice to describe the phenomenon itself. There are 100 participants who have participated in this research but only 89 people have claimed themselves that Twitter has contribution for their writing ability. Thus, the 89 sample are advisedly used to make a generalization related students' view on the use of Twitter toward their writing ability.

C. Research Instrument

Research instrument is the tool to collect the data. The instrument used in this research is questionnaire (see appendix 1). The type of questionnaire is the combination of closed question where the option has decided by the researcher and open-ended question where the participants should answer with long-short explanation. The questions are developed based on the topic dealing with students' view on Twitter contribution towards their writing ability. The open-ended question is not scored or tested with validity test because it is included qualitative data and cannot be measured with the number. Those questions are purposed to gain more opinion from the participants.

There are some steps the researcher used to develop questionnaire according to Burgess (2001: 6):

1. The researcher should determine the question to be asked that would answer the research problem.

2. Select the type of the question and specify the wording. The researcher use clos ended question and open ended question to get qualitative data.

3. Design the question sequence and overall questionnaire layout.

The questions are developed after reading the studies related to the topic and it is made to answer the research problem. The researcher found the sources related to the Twitter and writing ability, read and made interpretation based on the article, wrote the question in order to answer the research problem, and lastly validated the questionnaire to the lecturer. There are some question that the answer used different multiple choice.

The sources of the question to make the instrument are:

1. Why We Twitter: Understanding Microblogging Usage and Communities a study by Akshay Java, Xiodan Song, Tim Finin, and Belle Tseng

2. Indicators for The Analysis of Learning and Practice Communities from The Perspective of Microblogging as A Provocative Sociolect in Virtual Space by Gabriela Grossceck and Carmen Holotescu.

D. Validity and Reliability Testing

Validity is the step to validate the instrument. The valid instrument brings to accurate data. In order to collect a relevant data the researcher should validate the instrument used in the research which is questionnaire.

The valid instrument means that the instrument used to collect data can measure what supposed to be measured. If the questionnaire in this research valid, it can be used as a measurement for students' opinion about what makes Twitter appropriate to practice free essay writing. One of the ways to check the validity of the research instrument is checking the instrument to the expert panel (Presser and Blair, 1994). In this study, the researcher must check the validity of the instrument to the expert which is lecturer. The questionnaire fulfils the validity content because the questions can answer the research problem related students' opinion related to the Twitter contribution toward their writing ability.

Another way to test the instrument before it is released to the participant is testing the reliability. To test the reliability of the instrument the researcher used a method called Pilot Test. A Pilot Test is the trial process collecting data before the real data collection is conducted. The researcher uses a small group which is Twitter user with similar criteria of the actual subject to fill the questionnaire. The researcher use 10 participants for pilot test, test the reliability with SPSS and find that the questionnaire is reliable because the number of Cronbach Alpha is more than 0.6. This process gives the researcher prediction about how long the data might be gained and provides the feedback about some question that may be revised to get the proper data (Craig, 2018). The Reliability is tested with Cronbach Alpha.

3.1 Reliability Table

Reliability Statistics

Cronbach's Alpha	N of Items
.959	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	79.8000	1166.622	.756	.958
X2	79.9000	1200.100	.701	.960
X3	78.5000	1192.722	.820	.955
X4	78.2000	1170.178	.886	.952
X5	78.1000	1217.878	.811	.956
X6	78.1000	1200.100	.883	.953
X7	79.7000	1140.011	.842	.954
X8	80.1000	1134.767	.827	.955
X9	78.9000	1184.989	.872	.953
X10	78.9000	1184.989	.872	.953

Cronbach Alpha Score	Level of Reliability
0.0-0.20	Less reliable
>0.20- 0.40	Rather Reliable
>0.40- 0.60	Quite Reliable
>0.60- 0.80	Reliable
>0.80- 1.00	Very Reliable

E. Data Collecting Method

Data collection method is the way researcher collect the data used in this research. The researcher collected the data from twitter users who had experienced the phenomenon and developed a blended description of the

essence of the experience for all the participants. The researcher spreads survey on twitter user and counts the result. In this research the researcher used mail survey for data collecting method. According Craig (2018) mail survey is the method of collecting data in survey research. This method is chosen because it is appropriate to collect opinion from a large community and because of the situation and condition during pandemic. The questionnaire is created in Google form then it sent to Twitter user who has the criteria related to the topic. This survey takes about a month to gain 100 participants the researcher has to announcement in some account base to find Twitter user who has the criteria.

F. Data Analysis And Interpretation

Data analysis is a systematic process that organize data into convenient units, bends the ideas, develop the form, patterns and theories in order to reveal the importance of a research (Anderson& Arsenault, 1998: 138). In this data analysis and interpretation, the researcher explained about the data related to the topic and analyzes it. The analysis supposed to answer the formulation of the research question. Since the researcher use descriptive quantitative with survey method, the researcher made description based on the frequency of each question. For the open-ended question, the researcher make some categories based on the majority of the answer then chooses some appropriate answer to be displayed but make conclusion based on the whole answers. Data analysis is the most

important component of the research because the weak analysis will produces inaccurate results.

After analyzing the data, the researcher interpreted those data. The interpretation must answer all the formulation of the research. Thus, the researcher described the students' view on Twitter contribution towards their writing ability. In this section of the research, there will be explanation related to the topic with description, graphic and number of the response in every point of the questionnaire. This becomes the conclusion from the analysis of the data.