

CHAPTER III

RESEARCH METHODOLOGY

As the purpose of this study is to discuss about the popularity of *Instagram*, my thesis uses a mixed method, which is combining the qualitative and quantitative approach. Qualitative research, according to Sari Wahyuni is “a naturalistic, interpretative approach which is concerned with understanding the meanings which people attach to actions, decisions, beliefs, values, etc within their social world, and understanding the mental mapping process that respondents use to make sense of and interpret the world around them” (2012, p. 2).

The later requires going directly to the respondents of the research in order to search the validity and reliability value, because according to Kura in his research, quantitative is “a genre which uses a variable, control and measurement” where the data are in the form of numbers or numerical values (2012, p. 11). To do the quantitative analysis, in this research, SPSS is used to see the validity and reliability of the popularity of *Instagram* among 2014 students.

3.1. Method of Data Collection

Since this study aims to find out the popularity of *Instagram* as a popular culture product, and because the students of 2014 of the Faculty of Language and Arts Soegijapranata Catholic University are reachable so they were chosen as respondents. The data for research is based on the answers obtained from 24 questions from the questionnaires that were distributed to the students.

3.1.1. Participants

The participants were 52 students of the Faculty of Language and Arts in Soegijapranata Catholic University who started studying in 2014.

3.1.2. Instruments

The instruments of the research are questionnaires about *Instagram*. In this research, close-ended questionnaire which consists of 5 options were used to find out the popularity of *Instagram* among Faculty of Language and Arts students. According to Cohen, Manion & Morrison (2007, p. 321), close-ended questionnaire is used to

- Prescribe a range of responses from which the respondent may choose.

- Give a possible set of answers to which the response most closely represents the respondents view point.
- Make the respondents easy and quick to answer the questions.
- Have response categories that are easy to code.
- Permit the inclusion of more variables in a research study because the format enables the respondent to answer more questions in the same time required to answer fewer open-ended questions.

In my questionnaire, there were 24 statements of close-ended section. For the close-ended section, 5 optional answers are provided based on a Likert Scale which was created by Rensis Likert so the participants can choose from the choice of:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

According to Harry and Deborah (2012, p. 1), Likert Scale uses a series of questions with five response alternatives: strongly agree, agree, neutral, disagree, and strongly disagree with combined responses from the

series of questions to create an attitudinal measurement scale. In this research, the score of all items in the questionnaire are combined (summed up) to generate a composite score, which logically gives in a totality of measurement.

3.1.3. Procedure

First, the writer distributed the questionnaire to be filled by all 2014 students in the Faculty of Language and Arts. The data from the questionnaires were used to answer the problem formulation of this research. After the entire questionnaires were collected, the writer made a list of the respondent's answers and made categorizations. The results of the questionnaires were analyzed using SPSS.

3.2. Data Analysis

Based on the data obtained in the questionnaires, the writer made an analysis. With statistics the writer could verify if the mean is less than 3, it shows that *Instagram* is not popular among 2014 Faculty of Language and Arts students. On the other hand, if the mean is more than 3, it shows that *Instagram* is popular among 2014 Faculty of Language and Arts students.