CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

This research is a quantitative study that can be calculated and measured using numbers. According to Apuke (2017), quantitative research explains a problem by collecting numerical data. It was carried out by measuring and analyzing variables to get results. This study aims to find young people perceptions about *Instagram* caption with the English language.

3.2 Method of Data Collection

The writer used a quantitative method to collect data from the respondents.

3.2.1 Participants

The participants for this study were young people between eleven (11) years old until twenty-four (24) years old who use *Instagram*. In conducting the research, the writer used purposive sampling. Cohen, Manion, & Morrison (2007) said that in the purposive sampling, the researchers determine their cases that will be used as samples in accordance with their expectations. In this way, the writer made samples that meet their specific needs. For the number of participants, the writer used ninety-three (93) participants. As a rule of thumb, Cohen et al. state that per variable must use a minimum of thirty (30) cases to be anticipated (Cohen et al., 2007).

3.2.2 Instrument

The writer used a close-ended questionnaire in order to achieve the goal of this research. The questionnaire helps the writer to find out the respondent's opinion. Taherdoost (2016) said the most reliable and valid way to get relevant information is through a questionnaire. According to Joshi & Pal (2015), a likert scale is a question based on the reality or hypothesis under study. The respondents chose the agreement level through questions on a metric scale, ranging from *strongly disagree* to *strongly agree.*

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

3.2.3 Procedure

1. Choosing respondents for the research

The respondents were young people aged eleven to twenty-four years old who use *Instagram* in their daily lives. The writer included the respondent's *Instagram* ID to crosscheck that the respondents are *Instagram* users.

2. Creating the questionnaire that was distributed to the respondents

The writer made the questionnaire based on the hypothesis of the research conducted. The main topic is the perception of English used in the *Instagram* caption. The writer used Google Form as the media to collect the data.

3. Validating the questionnaire

To ensure the validity of the questioner, the writer conducted a pilot study of fourteen (14) statements in the questionnaire. The writer used thirty (30) respondents in this pilot study. After the pilot study was done, the writer got the data and processed them with SPSS. The valid questionnaire was distributed to the respondents, which were chosen for this research. The detail of the data processed by SPSS can be seen in table 3.1.

Table 3. 1

R-value of the data

Item	R Value	R Table	Information
Q1	.792	0.3610	VALID
Q2	.633	0.3610	VALID
Q3	.706	0.3610	VALID
Q4	.844	0.3610	VALID
Q5	.800	0.3610	VALID
Q6	.747	0.3610	VALID
Q7	.863	0.3610	VALID
Q8	.753	0.3610	VALID

Q9	.810	0.3610	VALID
Q10	.886	0.3610	VALID
Q11	.828	0.3610	VALID
Q12	.831	0.3610	VALID
Q13	.814	0.3610	VALID
Q14	.838	0.3610	VALID

The result showed that all the statements are valid because the R value is bigger than the R table. Therefore the writer used all the statements and spread the questionnaire to the other respondents.

The reliability is also needed to make sure the consistency of the results. It can be said that the respondents understand and could give the answer correctly. In this research, the writer used Cronbach Alpha to measure reliability. The result can be seen in table 3.2.

Table 3. 2

Reliability Statistics

Cronbach's Alpha	N of Items
.954	14

Interval Cronbach's	Criteria

Alpha	
>0.9	Very High
0.7 – 0.9	High
0.5 – 0.7	Moderate
<0.5	Poor

From the data above, the Cronbach Alpha > 0.7. It can be concluded that the statements tested in the pilot study were reliable.

4. Distributing the questionnaire

After obtaining the valid questions, the writer distributed the questionnaire to young people aged eleven (11) to twenty-four (24) years old. The questionnaires were distributed between August 13th until 19th 2020.

5. Analysing the respondent's answers obtained from the questionnaire

The writer analyzed the data obtained from respondents using SPSS or Statistical Package for Social Sciences. The writer chose descriptive statistics using frequency distribution for this research.

3.3. Method of Data Analysis

In this study, the writer used SPSS to analyze the questionnaire from the respondents. Then the results were analyzed with descriptive statistics to find out the frequency distribution. The frequency was needed to show positive or negative young people perception of the statement. The more dominant the respondent's answers (strongly disagree, disagree, agree, strongly agree), the higher the frequency. The dominant answer reflects the positive or negative young people perception of the statement.