

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Method of Data Collection**

In doing the research, I used a qualitative method. Creswell (2009) informs that Qualitative research is a type of research that explores and understands the meaning in a number of individuals or groups of people originating from social problems. Qualitative research aims to explain phenomena deeply through in-depth data collection. This study does not prioritize the size of the population or sampling. It all depends on the complexity and diversity of the phenomena we are examining. Creswell (2009) revealed that qualitative data can be collected through observation, interviews, documents, or audiovisual materials.

##### **3.1.1 Participants**

Since I am also a Tiktok user, I have contacted my friends on my Tiktok account to help me fill out the questionnaire. Participants of the study were Tiktok active users in the age of 15-25 years old. The selection of the age of 15-25 years is because at this time is a period of adolescent development, one of which is the task of adolescent self-development, namely self-confidence.

In this research, I used convenience sampling to collect the data. Convenience sampling is included in Nonprobability sampling which is suitable for small research because this will not require a wider population (Etikan, 2016). According to Cohen (2007) convenience sampling is the sampling which only needs respondents who are in itself reach and close to

the researcher. After distributing 40 questionnaires, it turns out that there are only 35 respondents who are willing to be a source of research data.

### 3.1.2 Instruments

The research is using the open-ended questionnaire and interviews to collect the data. Open-ended questions are suitable for finding out more about things that make it difficult for the user or things that are considered by the user. The respondents were freed to answers anything in their own words (Popping, 2015). The open-ended questionnaire focused on questions about the factors that influenced the users why they used Tiktok. The list of the questions based on those theories was:

- a. How often do you open the Tiktok?
- b. How often do you make videos on Tiktok?
- c. Since when did you make your Tiktok account?
- d. What is your reason for making Tiktok account?
- e. What kind of videos that you make on Tiktok?
- f. What do you like about the Tiktok application compared to other social media?
- g. In your opinion, is the content on Tiktok entertaining?
- h. Does Tiktok provide new insight for you?
- i. In your opinion, does it take courage to make videos on Tiktok?
- j. In your opinion, can Tiktok increase narcissism in someone?
- k. In your opinion, can Tiktok train someone's creativity?
- l. Are you able to channel your hobbies through Tiktok?
- m. Are you confident when creating Tiktok content?

- n. Do you feel embarrassed if you make Tiktok videos in public?
- o. If you make Tiktok videos with your friends in public, will you feel embarrassed?

Questions A to H are mapping out why TikTok is a Popular Culture. Whereas, questions I to O are trying to confirm TikTok as a phenomenon platform that influences people to become narcissist. Besides spreading the questionnaire, I also interviewed some respondents. The answers have become additional data to support the results of the analysis.

### **3.1.3 Procedures**

In doing the analysis, there were several steps taken. First, I formulated the questions for the questionnaires. Second, I distributed the questionnaires through Google Form for the respondents. After respondents answered all the questions, I collected the answers to be analyzed and interpreted which become the result of the thesis. To strengthen the research results, I also interviewed several respondents. The interview has been done by using online chat application.

## **3.2 Method of Data Analysis**

To analyze the data, I collected all of the answers from the questionnaires. After I analyzed it, I categorized based on the criteria of Narcissism and Hybrid Culture issues. To support the data analysis, I also interviewed some respondents to know their perception of Tiktok. From these data, I was able to write it all up to the end with a conclusion.