

## **CHAPTER III**

### **RESEARCH METHOD**

#### **A. Type of Research**

The research conducted employs a descriptive qualitative method. A qualitative research is a method focused on in-depth observation activities aimed at obtaining extensive notes or descriptions of a phenomenon, often in the form of detailed sentences or narratives. The type of research conducted is field research, which is carried out in specific real-life (natural) settings with the purpose of investigating and understanding what phenomena occur, why they happen, and how they take place (Fadli, 2021).

Qualitative methodology is a series of research stages designed to obtain descriptive data in the form of words or interviews from individuals, as well as observations of behaviors being studied. The qualitative approach is used to answer questions or events through a less structured and more open scientific method, focusing on in-depth understanding and interpretation of data (Yusuf, 2006). Therefore, the characteristics of qualitative research primarily rely on descriptive aspects of data obtained from the field (Kaharuddin, 2021).

Qualitative research is exploratory in nature, aiming to discover something new. Because of this discovery-oriented nature, researchers are assisted by their own thoughts and experiences, as well as by informants who guide them. The results of qualitative research are not value-free and are inherently subjective, influenced

by the researcher's and informant's insights (Sugiyono, 2021).

The qualitative approach frequently utilizes the case study method. Robert K. Yin explains that a case study is an empirical investigation conducted in-depth into a phenomenon occurring in real life and within a contemporary context (Nur'aini, 2020). In line with the concept of human perception in communication science, as explained by Deddy Mulyana, perception is the essence of communication, encompassing sensory processes (sensation) through human sensory tools (touch, smell, sight, and hearing), attention, and interpretation (Mulayana, 2014).

These sensory processes, attention, and interpretation align with the concept of perception in communication science and can be extensively studied using the qualitative approach. This research method aims to provide comprehensive insights into the interpretation of messages within the context of perception. Based on this concept, the researcher decided to use a qualitative approach to detail and understand more deeply how perceptions are formed regarding the Utilization of *Artificial Intelligence* (AI) ChatGPT as a Source Information of English Learning for Academic References (a study on students of the Faculty of Tarbiyah and Tadris, UINFAS Bengkulu). To obtain the research findings, the researcher needs to collect relevant data through intensive field information gathering. This data is then analyzed and re-examined to ensure its accuracy.

## **B. Place and Time of Research**

The research will be conducted at the Social sciences department of UINFAS Bengkulu focusing on students in fourth

semester. Data collection will take place over approximately one month at least.

### **C. Data Sources**

Data sources refer to the origin of information that has been collected and organized by the researcher. The needs and quality of factual data heavily depend on the data sources.

#### **1. Primary Data Sources**

Primary data sources are data directly obtained from the research subjects as the sought source of information (Hidayah, 2023). Primary data contains the main information collected directly from the field, such as from informants. The primary data source for this research consists of fourth semester students from the Social sciences study program, Faculty of Tarbiyah and Tadris, UINFAS Bengkulu, who use ChatGPT as tools in english language learning.

#### **2. Secondary Data Sources**

Secondary data refers to data used to complement primary or main data. It is data that does not directly provide information to the data collector but is instead acquired through intermediaries or documents (Irsandy Octovido Nengah Sudjana & Azizah, 2014). Examples include theses, journals, and books utilized to supplement the primary data. Additionally, the researcher employs secondary sources from the internet, such as articles on websites, e-books, online media, social media, and other related data.

## **D. Research Subjects and Objects**

### **1. Research Subjects**

Research subjects refer to individuals, objects, or entities that serve as the source of required information during the data collection process. Sometimes, the term "respondents" is used to describe individuals who respond to treatments or questions in a research context (Sari Anita et al., 2023)

The selection of research subjects was conducted during the observational phase using a purposive recruitment approach. The researcher personally attended multiple Fourth-semester Social Sciences classes across the target institution, where a structured explanation of the study's objectives, methodology, and specific eligibility criteria was delivered to potential participants. Eligibility required candidates to meet two key conditions: (1) regular usage of ChatGPT, defined as a minimum frequency of 2–3 instances per week, and (2) current or ongoing enrollment in a General English course. Following this in-class presentation, students who self-identified as meeting these criteria and expressed interest in participating were instructed to contact the researcher privately via WhatsApp for further screening and enrollment. This method ensured voluntary participation while aligning subject recruitment with the study's focus on technology engagement within an English-language academic context.

### **2. Research Object**

The research object refers to the characteristics or conditions of an object, individual, or group of elements that are

the focus of the study. These attributes may include qualities such as behavior, activities, opinions, evaluations, attitudes, sympathy, antipathy, emotional states, or even processes (Hanaf, 2011).

The research object in this study is students' perceptions of using AI ChatGPT as tools in english language learning.

## **E. Data Collection Technique**

Data collection is a critical or primary action in research, as the main purpose of conducting research is to obtain data (Sugiyono, 2021). In this study, data was collected using observation, quistionere, and documentation techniques. The details of these techniques are as follows:

### **1. Observation**

Observation involves monitoring as part of the technique to collect data through direct observation of the research object. The purpose of this observation technique is to gather data from the field. According to Robert K. Yin, participant observation is a specific form of observation where the researcher not only acts as an observer but also participates in certain situations and events related to the research (Suharni et al., 2022).

Through this observation technique, the researcher observed how students from the Social Sciences Study Program used ChatGPT as tools in english language learning.

### **2. Interview**

The interviews in this study comprised 14 questions adapted from the interview guidelines developed by Ayu Annisa (2024) in her research "Student Perceptions of Using Artificial

Intelligence (AI) ChatGPT as a Source for Academic Assignment Information." These were expanded by incorporating seven indicators from the UTAUT2 theory: performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit.

The interview instrument was structured according to this framework, with questions designed to comprehensively explore the research subject. Each question was tailored to the study's focus to ensure valid and relevant data collection. This instrument underwent formal validation to guarantee the accuracy and representativeness of the data. The validation sheet can be found in the appendix.

### **3. Documentation**

Documentation is a method of collecting data that complements research by using various sources, such as books, archives, writings, images, and letters. The documentation process involves gathering data in line with the research needs. Documentation data will be used as supporting material in this study and will facilitate the analysis process. In the context of research on perception and AI ChatGPT, documentation data may include documents, photos of informants, scientific journals, books, and websites relevant to the study. The data used in this research were primarily derived from interview results and secondary sources like scientific journals.

### **F. Data Analysis Technique**

Data analysis is a stage conducted after the completion of



the data collection process. This stage is critical for problem-solving in research. The data analysis method applied in this study is the descriptive data analysis model. Descriptive data analysis is a data processing technique that provides a description and depiction of each data source collected during the data collection phase. The goal of descriptive analysis is to present and conclude the data comprehensively and in greater depth.

This study is grounded in the concept of perception, specifically object perception and social perception. These are essential variables in basic communication studies and are closely related to daily human communication. In line with communication science, the study explores object perception and social perception using a qualitative approach and descriptive data analysis. This method aims to yield broad insights into message interpretation in the context of perception.

The data analysis in this study follows the *Miles and Huberman* model (Sugiyono, 2021), which states by following:

### **1. Data Triangulation**

Triangulation is the combination or integration of various methods used to examine interrelated phenomena from different (Wiyanda Vera Nurfajriani, Muhammad Wahyu Ilhami Arivan Mahendra, Rusdy Abdullah Sirodj, 2024). Additionally, the term triangulation is not only understood as a data analysis technique or a qualitative data validation technique, but it can also be understood as a research technique that combines quantitative and qualitative research. In this case, the researcher will triangulate observation, interview, and

documentation methods, integrating them to arrive at a conclusion

## **2. Data Reduction**

This stage involves summarizing, selecting, and categorizing key information. The researcher focuses on essential elements based on patterns and themes relevant to the research objectives. In this study, data reduction includes selecting relevant interview conversations while excluding discussions that deviate from the research topic.

## **3. Data Presentation**

Data presentation in qualitative research is conducted through concise explanations. Qualitative data can also be displayed in descriptive formats. In this study, the presentation is done descriptively by displaying the reduced data. Additionally, the researcher includes evidence from observations, such as screenshots of ChatGPT usage by the informants, to support the findings.

## **4. Data Verification**

Data verification is the final stage of analysis. In qualitative research, this involves drawing conclusions from the processed data, which have undergone presentation in descriptive forms. In this stage, the researcher concludes the findings about students' perceptions of utilizing *Artificial Intelligence* (AI) ChatGPT as an information source for academic assignments. This conclusion is based on the field data obtained.