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CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

The design of this research is a descriptive quantitative method. According to Creswell (2024: 155), quantitative research is a research approach that uses numerical data to measure variables and analyze phenomena objectively through statistical procedures. Meanwhile, Sugiyono (2019: 11) states that descriptive research aims to describe or explain a phenomenon that occurs in the present without treating or manipulating the variables being studied.

Descriptive quantitative research is appropriate for this study because it aims to describe students' perception of the use of TikTok in English vocabulary learning without manipulating any variables.

B. The Location and Time

This research was conducted at SMAN 2 Tembilahan, located on Tanjung Harapan Street Tembilahan. The researcher conducted the research in April 2026.

C. Population and Sample

1. Population

According to Sugiyono (2019: 117), the population is the area of generalization consisting of objects or subjects with certain qualities determined by the researcher to be studied and concluded. The



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population in this study is all 71 eleventh grade students at SMAN 2

Tembilahan.

Table 3.1 Population of The Research

No	Class	Population		
		Female	Male	Total
1	XI Merdeka 1	12	17	29
2	XI Merdeka 2	11	10	21
3	XI Merdeka 3	10	11	21
Total Population				71

2. Sample

Sample is a part of the population that researcher want to study. According to Sugiyono (2019: 120), a sample is a part of the population, and the characteristics of the sample taken must truly represent that population. If the population is large and the researcher cannot study the entire population due to limitations in funding, time, and manpower (Aries Veronica et al., 2022: 81).

This study used non-probability sampling techniques with purposive sampling. According to Sugiyono (2025: 131), non-probability sampling is a technique in which not all members of the population have the same chance of being selected, usually based on specific criteria required by the study. In addition, Sugiyono (2025: 133) defines



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purposive sampling as a sampling technique carried out by selecting respondents based on specific criteria relevant to the focus of the study.

The sampling criteria in this study were grade XI students who used TikTok as a medium for learning English vocabulary. Through an initial questionnaire conducted on the entire grade XI population, 41 people who met these criteria were obtained. The sample respondents were selected evenly from three 11th grade classes according to the number of students who met the criteria in each class, with the aim of obtaining a representative picture of all 11th grade classes who had experience using TikTok for learning English vocabulary.

Table 3.2 Sample of The Research

No	Class	Female	Male	Total
1	XI Merdeka 1	11	8	19
2	XI Merdeka 2	9	1	10
3	XI Merdeka 3	8	4	12
Total Sample				41

1. Research Procedure

The researcher planned several stages to carry out the research procedure optimally. These stages include:

- a. The researcher determined the research subjects, namely the eleventh-grade students at SMAN 2 Tembilahan.
- b. The researcher **distributed** questionnaires to the students.

c. The researcher analyzed the collected data and compiled the research report.

2. Research Instrument

In this research, a questionnaire **is used** as the research instrument to collect data. The questionnaire **is designed** to obtain specific information about eleventh-grade students' perceptions of using TikTok in learning English vocabulary at SMAN 2 Tembilahan. According to Sekaran and Bougie (2016: 170), a questionnaire is a pre-formulated list of written questions in which respondents record their answers using clearly defined alternatives.

Table 3.3 Blue Print of Questionnaire

No	Indicators	Number of items	Items Number
1	Selection	5	1,2,3,4,5
2	Organization	5	6,7,8,9,10
3	Interpretation	5	11,12,13,14,15
4	Response	5	16,17,18,19,20

The questionnaire uses a Likert scale with five response options.

According to Sugiyono (2019: 135), the Likert scale provides a scale value for each response alternative, which consists of five categories, namely strongly agree, agree, Neutral, disagree, and strongly disagree. Each response was scored from 5 to 1, where 5 represents Strongly Agree and 1 represents Strongly Disagree.





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3. Data Collection Technique

Data collection was conducted using a questionnaire given to the research sample of 41 students in Eleventh-grade at SMAN 2 Tembilahan. The questionnaire consisted of 20 statements, and respondents were given 30 minutes to answer based on their personal thoughts.

The data collection procedure followed these steps:

- a. The researcher distributed the questionnaire to all research samples.
- b. The researcher collected the completed questionnaires.
- c. The researcher analyzed the obtained data.
- d. The researcher classified the respondents' answers based on each statement.
- e. The researcher drew conclusions from the analysis results.

4. Data Analysis Technique

In analyzing the data, the researcher applied several systematic procedures. First, the researcher collected the data obtained from questionnaires distributed to eleventh grade students at SMAN 2 Tembilahan. The questionnaire was used to identify students' perception of the use of the TikTok application in learning English vocabulary. After all questionnaires were returned, the researcher checked the completeness of

the answers to ensure that all items in the questionnaire had been answered correctly by the respondents.

Second, the researcher classified the students' answers based on each statement in the questionnaire. The data from the questionnaire were then tabulated and organized based on perception indicators, namely selection, organization, interpretation, and response.

After scoring the students' answers, the researcher calculated the total score and percentage to determine the students' level of perception. According to Sudjana (2017: 50), percentage analysis is suitable for descriptive research because it helps the researcher describe the trends in respondents' answers clearly and systematically.

1. Calculating the Total Score of Each Respondents from the Questionnaire

Table 3.4 Likert Scale and Scoring

Items	Score
Strongly Agree (SA)	5
Agree (A)	4
Neutral (N)	3
Disagree (D)	2
Strongly Disagree (SD)	1

(Sugiyono, 2017: 135)





$$P = \frac{F}{N} \times 100\%$$

P = Percentage

F = Frequency

N = Number of Sample

(Sugiyono, 2017: 135)

The percentage results were used to describe the students' responses for each questionnaire item.

2. The Questionnaire Answers are Analyzed Using the Formula Below

$$\bar{x} = \frac{\sum x}{n}$$

$\bar{x}$: The mean of the score

$\sum x$: Total score

n : Total Sample

If the questionnaire consists of 20 items with a Likert scale ranging from 1 to 5, the maximum and minimum scores can be calculated as follows:

$$20 \times 5 = 100 \text{ Maximum Score}$$

$$20 \times 1 = 20 \text{ Minimum Score}$$

The score range is obtained by subtracting the maximum score from the minimum score:

$$100 - 20 = 80$$

The range is then divided into three categories, namely positive, neutral, and negative:

$$80 \div 3 = 26$$

Based on the calculation above, the classification of students' perception scores is presented in the following table:

Table 3.5 Classification of Students' perception score

No	Classification	Score Range
1	Positive	74-100
2	Neutral	47-73
3	Negative	20-46

(Best, W John in Andi 2021)

Based on this classification, the final mean score is interpreted to determine the level of student perception. If the mean score is 74-100 it indicates a positive perception, 47-73 indicates neutral perception, and 20-46 it indicates a negative perception of the application.

1. Validity

Validity refers to the extent to which an instrument measures what it is supposed to measure. According to Fraenkel, Wallen, and Hyun (2012: 18), validity is a fundamental requirement of a research instrument because a valid instrument produces accurate and meaningful data. They classify validity into several types, including content validity, criterion-related validity, and construct validity.



Content validity refers to the extent to which the items in the instrument represent all aspects of the variable being measured. In this study, content validity is used to ensure that all questionnaire items were relevant to the concept of students' perception of TikTok as a medium for learning English vocabulary. According to Azwar (2018), content validity is determined through the careful preparation of items based on a theoretical framework and expert judgment.

The questionnaire items in this study are developed based on perception theories and previous related studies. Each item was designed to reflect perception indicators, namely selection, organization, interpretation, and response. By using content validity, the researcher ensures that each statement in the questionnaire truly represented the research variable and was appropriate for measuring students' perception.

Content validity is considered appropriate for this descriptive quantitative study because the main objective of the study is to describe students' perception, not to predict or test cause-and-effect relationships. Therefore, by ensuring that the questionnaire items are based on theory and relevant to the research objectives, the data obtained are considered valid and suitable for further statistical analysis.

