

## **CHAPTER III**

### **METHOD**

#### **3.1 Research Design**

This research employed a qualitative case study research design which focused on in-depth analysis and described the social phenomenon in detail (Creswell & Creswell, 2017). This method is particularly suitable for investigating complex social phenomena with a thorough exploration of the processes, activities, and events associated with ELF and the language dynamics faced by the IISMA awardees in unfamiliar academic and social environments. In this research, a case study (Gillham, 2000) is used to examine the experiences and challenges of IISMA awardee students from a prominent public university in Bandung on their encounters with English as a Lingua Franca (ELF). This approach aligns with the research questions, which provides a contextualized and in-depth exploration of the multifaceted nature of ELF encountered by the IISMA awardees, ultimately leading to valuable insights applicable to this specific and broader international and higher education context.

#### **3.2 Site and Participants**

The participants of this research were six carefully chosen final-year students from different majors at a prominent public university in Bandung who were granted the IISMA (Indonesian International Student Mobility Awards) program in the second and third batch. The participants (using pseudonyms) represent a diverse range of demographic backgrounds as their host universities within their time spent studying abroad. Three participants studied in Europe, namely Turkey, Lithuania, and Spain; while another three participants conducted their studies in Asia, specifically Taiwan, Korea, and Malaysia.

This diverse choice of demographic locations under the IISMA program enhanced the comparison of findings and provided a more interesting perspective and comprehensive understanding of how ELF is encountered and navigated across various cultural and linguistic landscapes by the six participants in higher international academic and non-academic settings. Furthermore, selecting a group comprising only six individuals facilitated an in-depth exploration of personal experiences and allowed for nuanced comparisons across various regional contexts.

By examining the experiences of IISMA students who studied in both European and Asian countries, this research aimed to capture the multifaceted nature within a broader spectrum of ELF encounters—encompassing potential differences in language norms and policies, academic environment, and societal attitudes toward English—and contribute valuable insights to the educational and social experience of Indonesian students studying abroad.

### **3.3 Data Collection**

This research involved two main data collection techniques: a direct face-to-face one-on-one semi-structured in-depth interview and a virtual focus group discussion which provides a rich data source. The individual interviews for the six participants were conducted in Indonesian and organized from simple to complex questions, starting with the identification of the participant's background, their motivations for joining the IISMA program, first encounter with English, familiarization with World Englishes, and then finally delve into their experiences and challenges in encountering ELF in their timeframe of the scholarship program, especially in intercultural communication settings. Furthermore, the participants also participated in a virtual focus group discussion which enhanced the depth of exploration, allowing participants to share, compare, and discuss their experiences and challenges in the context of cultural diversity and the multifaceted nature of ELF during the IISMA program.

### **3.4 Data Analysis**

The data collected from the interviews and focus group discussions were recorded and transcribed, then organized into two main themes: (1) individual capacity in engaging with multilingual and multicultural environments, and (2) perseverance in overcoming intercultural communication challenges. This thematic analysis (Nowell et al., 2017) enables the fragments and patterns from the data that occur during the conversation between the researcher and the participants (Braun & Clarke, 2006) to be identified and broken down into themes for discussion. Additionally, a contextual translation was used and cited for the interview data collected in Indonesian, ensuring a standardized approach to prevent misinterpretations.