

CHAPTER III

RESEARCH METHOD

This chapter discusses the research method are used in this study. It covers the discussion of the Research Design, Data and Data Source, Research Instrument, Technique of Data Collection, Technique of Data Verification and Data Analysis.

A. Research Design

Firstly, it is better to know the nature of research. According to Ary et.al (2010: 19) research is defined as scientific approach to study the gaps. It is a way to investigate the dependable and useful information. The purpose of research is to discover the answer to meaningful question by the application of scientific procedures.

This research was conducted by using qualitative content analysis (QCA) approach and descriptive research design. According to Mayring (2014:10), QCA has a role as mixed methods approaches by having assignment of categories to text as qualitative step, working by many text passages and analysis of frequencies from the categories as quantitative step. It is in line with Ary et.al (2010: 457) who stated that content or document analysis is a research method that applied to written or visual materials for identifying specified characteristics of the material. The materials analyzed can be textbooks, newspapers, web pages, speeches, television programs, advertisements, musical compositions, or any of a host of other types of documents.

Moreover, according to Suryabrata (2014: 75) descriptive research is used to perceive the fact and quality of the certain population systematically, factually, and accurately. This research included more descriptive data rather than numerical and statistical data. It is in line with Fraenkel and Wallen (2008:423) who stated that qualitative data are collected in the form of words or pictures rather than numbers. The kinds of data was collected in qualitative research include interview transcripts, field notes, photographs, audio recordings, videotapes, diaries, personal comments, memos, official records, textbook passages, and anything else that can convey the actual words or actions of people. In their search for understanding, qualitative researchers do not usually attempt to reduce their data to numerical symbols, but rather seek to portray what they have observed and recorded in all of its detail.

B. Data and Data Sources

The primary data source of this research is English textbook used by tenth grader of senior high school “*Bahasa Inggris kelas X*” semester 1 textbook published by *Pusat Kurikulum dan Perbukuan* in 2014. According to Gay (1992: 236) textbook are frequently analyzed to determine the define thing as readability level, and the existence of the bias in the material. So that, the researcher involved the textbook as object of study because of the suitability to the newest Indonesian curriculum. The book is consisting of nine chapters:

- a. Talking about Self
- b. Complimenting and Showing Care
- c. Expressing Intention

- d. Congratulating People
- e. Describing People
- f. Visiting Ecotourism Destination
- g. Visiting Niagara Fall
- h. Describing Historical Place
- i. Giving Announcement

The researcher used simple random sampling to avoid the subjectivity of the researcher. The data in this research was collected by identifying the content of the textbook. Three chosen chapter from the textbook was analyzed by the all criteria stated by Cunningsworth (1995). They are Chapter 1(Talking about Self), Chapter 5 (Describing People), and Chapter 9 (Giving Announcement). Furthermore, the researcher collected the data by reading, understanding, analyzing and collecting data from the book and library.

C. Research Instrument

Research instrument is the tool to support the researcher when using method of collecting the data. Here, the researcher used *human instrument* as the primer instrument. Human instrument means the researcher herself who would be the instrument. The position of the researcher in qualitative research is a planner, implementer, data collector, and analyst, interprets the data, and reports the results of research. It would be helped by documentation sheet and checklist evaluation criteria stated by Cunningsworth (1995: 3-4) to get the data clearly.

D. Technique of Data Collection

The process of collecting data is one of the main aspects in research. It needs one or more kind of method that is used. According to Gay (1992:20), there are some methods of collecting data namely test, questionnaires, interview, observation and documentation.

In collecting the data, the researcher used scrutinize and noting technique of the textbook. It can be called as documentation method. The detail procedures of getting the data are:

1. Finding the material that is "*Bahasa Inggris kelas X*" semester 1 textbook published by *Pusat Kurikulum dan Perbukuan* in 2014.
2. Choosing the sample by random sampling. The chosen sample is Chapter 1, Chapter 5, and Chapter 9.
3. Gathering the data from the chosen sample, that is Chapter 1, Chapter 5, and Chapter 9

E. Technique of Data Verification

In conducting the research, it is needed to verify the data. In this research, the researcher crosschecked the data by spending the length time of reading repeatedly to get the same data and analyzed the data periodically. So, the validity of the data is gotten. The data in this research was collected in 23rd December 2015 until 13th January 2016. Then, 15th January 2016 until 16th March 2016 analyzing the relevancy between the textbook and the proposed criteria. The result showed the consistency of the suitability between the textbook and evaluation criteria by Cunningsworth (1995). In 17th March 2016 reported the research

findings. It is in line with Cohen et.al (2007: 142) he stated that one kind of triangulation is time triangulation as the attempts to take into consideration the factors of change and process by utilizing cross-sectional and longitudinal designs.

F. Data Analysis

After collecting the data the next step is analyzing the data. In analyzing the data there are four major step:

1. Analyzing the data by read intensively the sample from the textbook.
2. Comparing the data with the criteria evaluation stated by Cunningsworth (1995: 3-4) and the syllabus framework.
3. Interpreting the result of the analysis in the form of percentage based on the level of suitability.

$$\text{Level of suitability} = \frac{\text{number of the criteria fulfilled}}{\text{total number of EFL evaluation criteria}} \times 100\%$$

4. Then, comparing with the other theory about textbook evaluation and drawing the conclusion.