

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter discussed the research method used in this study. It covers the discussion of the research design, setting and subject of the research, data and data sources, technique of data collection, technique of data validity, method of data analysis and also the conclusion drawing and verivication.

#### **A. Research Design**

Before going to the point of research, it is better to know the definition of research first. Sukardi states that research is “way of observation or inquiry and has the purpose to look for answer of problems or process of finding out, either discovery or invention.

In this research, the researcher uses qualitative approach. According to Creswell (1995) qualiatative approach is “an inquiry process of understanding a social or human problem based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting”.

The purpose of qualitative study is to describe the empirical reality behind the phenomenon in depth, detailed and thorough. Therefore, the use of a qualitative approach in this research match between empirical realities with the valid theory.

There are many kinds of research design based on the characteristic research, such as historical research, descriptive research, development research, etc. In this research, the researcher uses descriptive research. Isaac and Michael (1981:46) state that descriptive research used in the literal sense of describing situations or events. This research conducted to describe whether Marquee media can stimulate students' creativity in writing and how far this media can influence their learning.

In this research, the researcher was the primary instrument that collecting the data from the field. Then the researcher processed the data in the form of words. In this case, the researcher used descriptive research, which described about the classes condition when the teacher did the teaching and learning activity about writing. According to Tarigan (1992), descriptive research was a research, which described the phenomenon naturally without manipulation or experiment. The potential problem of this research design is to find out the Instrument development, low response rates, and honest responses from subjects because one of the characteristic of this research focused on information related to preferences, attitudes, practices, concerns, or interests about something.

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which is can be form of their interest, also their responses about difficulties they have found in learning. According to Tarigan (1992), descriptive research was a research, which described the phenomenon naturally without manipulation or experiment.

## **B. Setting and Subject of the Research**

### **1. Place and time of the research**

Place of research means place where the process of study which is used to get the problem solving of research. The research was conducted in MAN 2 Jombang exactly in the tenth grade of Social 2 by getting information from the implementation of writing and reading process by using Marquee. The researcher chooses the MAN 2 Jombang because this school is a place where researchers practice teaching, so researchers have understood about learning English and how far the ability of students in learning English, and in this school, although general learning is one of the focal points where religious and book studies are more allocated, but the English teachers who teach here are good and quality. Also the respon why the researcher X social-2 because in this stage, students have gotten the materials about recount text which will be tested in this study. The researcher looked at the primary that it was conducted in MAN 2 Jombang, so the researcher takes MAN 2 Jombang as the place of this study.

Time of this study is taken by the research during finished this study, starting from 11 until 28 February. The researcher comes in to the class doing the observation and continue to give the questionairre, so the researcher must adjust the student's learning hours, when they are in English class because

the focus is actually on the students. Then, the researcher has a meeting with the informant to have interview about the subject of this study that are with students and English teacher.

## 2. Subject of the research

The subject of this study taken by having qualification as the subject. The qualification of the subject, who provided information to answer research questions of this study. The subject also is implementing Marquee Media for teaching recount for writing skill in the second semester students in Islamic Senior High School (MAN 2 Jombang), so the researcher took the tenth grade of language department in second semester of MAN 2 Jombang and the English teacher as subject of this study

## C. Data Source

Data are any selected information that must be collected in the study. The data in this research was qualitative data, so the data were in the form of words. According to Ary (2002) that the qualitative research dealt with data that were in the form of words, rather than numbers and statistics. The data gotten of this research were in the form of interview transcript, questionnaire and also observation transcript.

The data sources in this study is obtained from conducting interview with the participants (about the media that they used in writing class, the responses of students after using Marquee Media (Running text), and the difficulties when learning writing by using marquee, which is supported by questionnaire to get validity in writing learning media is mostly used, and documentation as follows the participants' transcript grade list.

#### **D. Data Collection Methods**

In this research, it is possible to collect data from respondent without any instrument. There are several instrument which used by the researcher to get the data for her research. They are:

##### **1. Observation**

According to Ary, et. Al (2010:431) “qualitative observations rely on narrative to describe the setting, behaviors and the interactions”. It means that the observation was used to collect the data is systematic way to understand and interpret actions, interaction or the meaning of event. In this case, firstly the researcher observes the condition of the students in each class to know how far their ability in english and also the researcher chooses one of them to conduct her research about marquee media.

In this research, the researcher used observation sheet as an observation instrument that contained the list of activities that might appear in the class. It included the English teacher’s activity in the classroom, students’ activity in the classroom and the Marquee media in writing that used by English teacher and the researcher here as the observer who observe the course of the learning process.

##### **2. Questionnaire**

The researcher used this way for finding out how far they student can be stimulated with learning English especially in writing. The analysis of the questionnaires also may help to shape the nature of the questions, which want to ask during any personal interviews ythe researcher may wish to

conduct. This questionnaire is used to support and get validity of interview relate to the writing learning which using marquee media used by subject. In this research, the questionnaire distributed before the researcher conducts interview with subject.

### **3. Interview**

After the researcher finished giving the questionnaire, interview was given to the object of the study. As stated by Boyce, C. & Neale, P. (2006) Interviews can be defined as a qualitative research technique which involves “conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program or situation”. The interview is done by the interview to get some information. This research conduct to the teacher and the students. For the teacher, the researcher met the english teacher to ask and get some information about learning English in the class and how far the development media which has ever applied in the school and where is the media which can stimulate their study in english. For the students, the interview was conducted all of the students because in a language department class, the student are not too many students, so it makes the researcher easier for interview all of the students who are actually female and easily invited to communication. The researcher asked about how they were feel after using marquee media for stimulating their creativity in learning writing. Whether it can be received or not.

To collect the data from interview, the researcher used guided interview. It is structured interviews ensure candidates have equal opportunities to provide information and are assessed accurately and

consistently. The researcher employed guided interview to make interview process easily.

The characteristic of guided interviews are: (1) All candidates are asked the same questions in the same order. (2) All candidates are evaluated using a common rating scale (3) Interviewers are in agreement on acceptable answers. The procedures as follow:

- a. The researcher prepares the concept of questions that is asked to the teacher and book to write the answer of the interview.
- b. The researcher asks and talks in a friendly way according to the concept of question that has been prepared.

#### **4. Documentation**

The term documents here refers to a wide range of written, physical, and visual materials, including what other authors may term artifacts. Documents may be personal, such as autobiographies, diaries, and letters, official such as files, reports, memoranda or minutes, or documents of popular culture, such as books, films, and video (Ary, 2010: 442). In this research, the researcher collected the photos when students learn, field notes when the researcher conducted the research by using observation, the students photos as a proof in research the students' name, and the lecturers' name. By knowing these information, it could help the researcher to get a deep information.

#### **E. Data Validity**

In this study, data verification was needed to get convincing valid data. Here, the researcher used triangulation to verify the data and to view the

truth of the research, how far the research can be accounted for. Cohen (2000: 112) stated “Triangulation may be defined as the use of two or more methods of data collection in the study of some aspect of human behavior”. The purpose of triangulation was to increase one the validity of data taken from the field. In this research, the researcher used three data sources, that are from observation, questionnaire and interview to triangulate the research problems. This study compared the data from field observation with data gotten from interviewing and giving questionnaire for subject of research. For example, in addition to interviews and observations, the researchers could uses participant observation, a written document, an archive, official records, notes or personal writings and photos.

Further, Denzin (in Patton, 2009) stated that there are four techniques in triangulation. Those are: (1) source triangulation, (2) investigator triangulation, (3) methodological triangulation, (4) theoretical triangulation.

#### a. Sources Triangulation

Sources triangulation uses different sources of data to get the same data. This emphasizes in the source of data, not in data collecting method or other, so the researcher uses many sources or participants to get the accuracy of data.

#### b. Methodological Triangulation

Cohen (2000: 113) explained, “Methodological triangulation is using the same method on different occasions or different methods on the same object of study”. This triangulation can done by researcher



collecting the same data but using different technique or method of collecting data. The emphasize is one the use of different data collecting method and more over to test the data validity.

c. Investigator triangulation

Investigator triangulation means that the validity of the other researchers can taste the validity of some part of research. From some researchers' point of view and interpretation to the all information gotten and collected in the note, and it hoped there would be the same interpretation that can increase the research validity.

d. Theoretical triangulation

This triangulation is held by researcher that uses perspective more than just one theory to discuss the research problem.

From that type of triangulation method the researcher used methodological, the researcher test our data with making an observtion, questionnaire and continue by using interview. After that, the researcher can also directly go to field to know the fact and the true of our data.

## **F. Data Analysis**

Data analysis is the most complex and difficult process in qualitative research, because in this part the researcher must examine and interperpt the information that got from giving questionnaire, interview and documents, field note, transcript, etc. Analysis involves reducing and organizing the data, synthesizing, searching for significant patterns, and discovering what is important. The researcher must organize what she has seen, heard, and

read and try to make sense of it in order to create explanations, develop theories, or pose new questions.

Data reduction means the process of selecting, identifying, classifying and coding the data that are considered important. In conducting research, the researcher will get much data. Here, the researcher selects data that will give valuable information in research. Thus, at first the researcher has to do reduction to analyze the data. Based on the concept of data reduction, reducing the data in this researcher is chosen by identifying the media that they used in writing class, the difficulties when learning writing by using marquee, and the efforts are made by the English teacher to overcome difficulties

Data display was an organized, compressed assembly of information that permitted conclusion drawing and action (Miles and Huberman, 1994). In this step the process of choosing data simply in the form of words, sentence, and narrative in order that the data collected is mastered by researcher as the basic to take appropriate conclusion means the process to simply the data in the form of sentence, narrative, or table. Data display refers to show data that have been reduced in the form of patterns. It benefits to help the researcher in understanding the data. Here, the researcher arranges the data in good sequence of narrative text in order to be easier to understand.

The last process is conclusion and verification. In qualitative research, the characteristic of conclusion is temporary. It can change if the researcher doesn't discover strong evidence to support the next collecting data. However, if the conclusion in the previous data can be evidenced by

validity and consistency when the researcher is going back to the field, so the conclusion is credible. In this research, the researcher makes conclusion from the data display. In displaying data, the researchers narrated the application of the media and the students' activity found. After the data was displayed, then the researchers drew the conclusion, so the problem statements were answered. In short, the steps in analyzing the data are: (1) the researcher collects the data through questionnaire and interview. Then, the researcher selects, identify, and focuses on the data by referring to formulation of the research problem. (2) After selecting the data, the researcher displays those data into good sentences. (3) After displaying data, the conclusion is drawn.