

CHAPTER III

RESEARCH METHOD

This chapter discusses some points, they are; 1) model of development, 2) procedure of development, 3) research setting, 4) research subject, 5) research instrument, 6) data collection technique, and 7) data analysis.

1.1 Model of Development

This research is used to develop English learning material based on local wisdom for vocational high school students at Online Business and Marketing Program. To achieve this goal, it is needed an approach that highlights the producing of English learning material based on local wisdom for Online Business and Marketing Program. Therefore, in designing the model, Borg and Gall Model are used as an approach for Research and Development.

The steps of doing R&D according to Borg and Gall (1983:772) model consists of ten major steps. They are as follows: 1) Need analysis (involves research and information collecting), it includes review of literature, classroom observations, and preparation of report of state of the art. 2) Planning; includes defining skills, stating objectives determining course sequence, and small scale feasibility testing. 3) Develop preliminary form of product includes preparation of instructional materials, handbooks, and evaluating devises. 4) Preliminary field testing; it concludes interview, questionnaire data collected and analyzed from the school. 5) Main product revision, it uses quantitative data on subjects' course as evaluation. 6) Main field testing includes expert validation. 7) Revision of

product as suggested by expert validation. 8) Operational field testing. 9) Final product revision. 10) Involves dissemination and implementation; it is a report on product at professional meeting and journals, work with publisher who assumes commercial distribution, and monitor distribution to provide quality control.

The steps can be seen in the following figures;

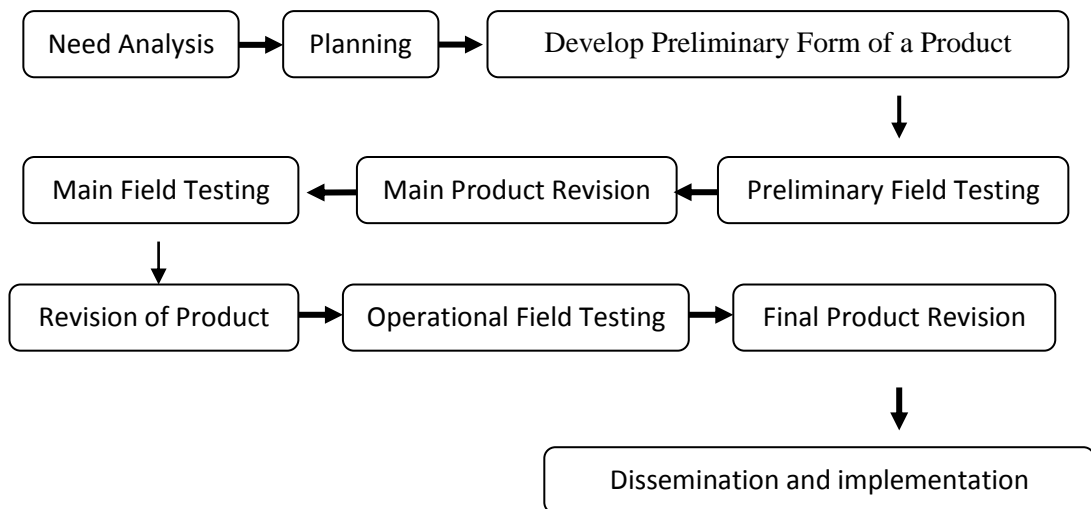


Figure 3.1: Borg & Gall Steps Scheme (1983:772)

Not all the steps above will be implemented in the recent research. To ease and make shorter the process of designing the product, the researcher limits the development just six steps. Besides, the researcher also adapts the process with the needs of development.

1.2 Procedure of Development

The procedure to do R&D design is explained in the following figure:

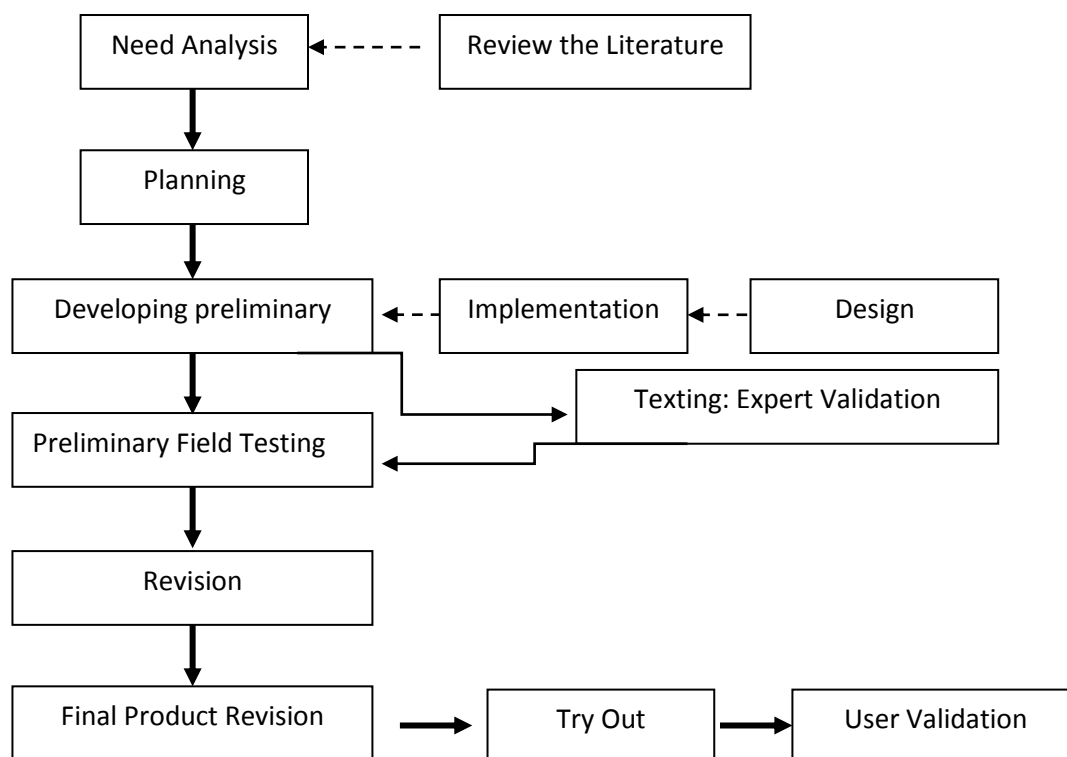


Figure 3.2: Borg and Gall model steps scheme (1983:772)

The chart explained about the procedure of development in this research is based on Borg and Gall development model. This model includes ten steps as the but for this research only choose six steps based on limited time and money.

1. Need Analysis

The first step is need analysis. This step was done to search information how is the important of the book to be developed. It consisted of review some literatures and preliminary study. A literature review is undertaken to collect research findings and other information pertinent to the planned development. As

in basic or applied research, one purpose of the literature review is to determine the state of knowledge in the area of concern. There are 21 previous researches which have been reviewed.

Meanwhile, for the preliminary study has been done by doing an interview with an English teacher and distributing a questionnaire to the students in the Online Business and Marketing Program. Interviewing is used as a foundation of knowledge upon which to develop a given educational product. The indicator of an interview is about the criteria of a good book from the perception of an English teacher. Then a questionnaire was used to know students' views about the criteria of an English good book. The theory about the criteria of a good book is taken from Cunningsworth (1995). The criteria consist of 5 components, they are; aims and approach, design and organization, language content, skills, and topic. The blueprint can be seen in appendix 1; meanwhile the preliminary and need analysis can be seen in appendix 2 and 3.

2. Planning

This step is concerning the formulating of English learning material for online business and online marketing. This material is also based on local wisdom of Trenggalek city. For doing this step, observing the syllabus and unit on the original book is needed. Besides, the interview with an English teacher was done. The interview was about the teacher's opinion of a recent English book from the Ministry of Education and Culture then his opinion about an English book for specific purposes and an English book based on local wisdom. The interview guide can be seen in appendix 4.

3. Developing Preliminary Form of Product

After the planning was prepared well, the next step is building the preliminary form of product that can be tested. This step can be called as making the prototype. It was about the concept of the product which had been developed. It was developed based on the syllabus in first semester. The developing book consist of 7 units. The detail of each unit was explained in the prototype. It can be seen in the appendix 5.

4. Preliminary Field Testing

This field testing was based on expert validation or expert judgement. The expert was given expert validation guidance. This guidance consist of closed and open-ended questionnaire. In open-ended questionnaire, the expert wrote their opinions or suggestions.

5. Revision

The results of the expert judgment questionnaire was analyzed and then used as the basis to rewrite the final draft of the materials. The revisions was based on some categories such as the content, the language, the presentation, and the layout.

6. Final Product Revision

The suggestion from experts were used to revise the product. After revising, the final product was ready to use for try out.

7. Try Out

The try out was done through online activities in WhatsApp. The unit was unit 2 to be tried out. This unit was given to the students and the students tried to do the tasks in this unit.

8. User Satisfaction

After the try out, the students were asked to fulfill the questionnaire of user validation guidance. The user gave score of their satisfaction toward the final product.

1.3 Research Setting

This research will be conducted at SMKN 1 Pogalan – Trenggalek which is located on Jalan Tulungagung No. 3 Pogalan, Trenggalek. There are seven programs at SMKN 1 Pogalan, they are; accounting, technique of computer system, beauty, fashion, online business and marketing, multimedia, and culinary art.

1.4 Research Subject

The subject of this research are the tenth grade vocational high school students at online business and marketing (BDP) program in the academic year of 2019/2020. This program consists of two classes, X BDP-1 and X BDP-2. There are 36 students in each class.

1.5 Data Collection Instrument

There are three instruments will be used to get the data from the field, they are; interview guide, questionnaire, and validation guidance.

1. Interview Guide

The interview guide will consist of some questions about perception of recent English book, criteria of good book, and local wisdom in English learning material. The guiding interview will be started from focus and it will be developed into some sub focuses. Each of some sub focuses will be developed into some indicators. These indicators as representation of the questions.

2. Questionnaire

The questionnaire is used for preliminary study and need analysis. In preliminary study, the questionnaire is needed to find the students' view of English book from ministry of education and culture. Meanwhile, for need analysis, the questionnaire is need to find the students' view about criteria of good English book. Both of those questionnaires are distributed to tenth grade students of Online Business and Marketing Program at vocational high school 1 Pogalan. The goal is to find out the target and the learning needs of English learning material. This research will be based on the theory of Cunningsworth (1995) about the component of good book course.

3. Validation Guidance

The expert validation is proposed to know the opinion and suggestion from expert judgement about the developing material. Meanwhile, user validation is questionnaire for students to see their level of satisfy of the final product.

This research will be based on BSNP (2011) about the criteria of material development.

Table 3.1 Criteria of Material Development

NO.	COMPONENTS OF EVALUATION	ASPECTS
1.	Content	Completeness
		Depth
		Accuracy
		Language Features
		Life Skill Development
2.	Presentation	Systematic
		Balance between the unit
		Students' center
		Autonomous
		Self-evaluation
3.	Language	The Appropriateness of Developmental level of students
		Language Accuracy
		The units of Ideas
4.	Graphic	Typography

1.6 Data Collection Technique

The data collection techniques is the steps to collect the data from the field by using the related instruments.

1. Doing Interview

Interview is data gathering instrument that involves direct verbal and face to face intercation between individuals (Borg&Gall, 1989:446). There are three kinds of interview; structured interview, semi structured interview, and un-structured interview. The kind of interview will be used is semi-structural interview. It means that the questions will be based on interview guide, but it can be developed depends on the finding in the field. The interview will focus on criteria of good book, ESP for vocational high school students, and the important of material based on local wisdom. The steps to do interview are; defining the

objective of interview, deciding the interview format, developing the scenario of interview, developing the coding system, developing interview questions, developing interview guide, validating the questions, trying out the questions, selecting the interviewers, and planning the interview training.

In this research, the interviewee was the English teacher at vocational high school 1 Pogalan, Trenggalek. English teacher was needed to be interviewed for completing the data about the criteria of good book according to him. He knows better about students' need on criteria good book to learn English material which is suitable with their program. Besides, the questions will be allowed the need of local wisdom as the basic English book material.

2. Distributing Questionnaire

Questionnaire is a written instrument consisting of questions to be answered or statements to be responded by respondents which is used to gather information about fact or about opinion (Latief, 2013,193).It may takes a closed form or an open form. Closed form questionnaire provides answers or responses to be selected by respondents; meanwhile open form questionnaire asks respondents to give answers/responses freely. The questionnaire will be used in this research is closed form questionnaire. There are two kinds of questionnaire used, they are preliminary and need analysis.

i) Preliminary Study

Questionnaire of preliminary study is needed to give before developing the product. The form of this questionnaire consists of introduction, instruction to answer, and some statements written in Indonesian about students' view of the

English book from Ministry of Education and Culture (see appendix 2). The indicator of those statements are taken from the criteria of English book by Cunningsworth, they are; approach, design and organization, language content, skills, and topic. Besides, this questionnaire also includes students' view of local wisdom in English book from ministry of education and culture. In each question will be given 5 choices for students, they are: strongly agree, agree, quite agree, disagree, and strongly disagree.

ii) Need Analysis

Questionnaire for need analysis is used to know the students' view on criteria of good book. The form of this questionnaire consists of introduction, instruction to answer, and some statements written in Indonesian about students' view on English good book criteria (see appendix 3). Those statements about what the criteria of their dreamed English book is and how the important of local wisdom to be implemented in their dreamed English book. It consists of 5 aspects about criteria of good book from Cunningsworth and 1 aspect about local wisdom which has 5 choices in each question they are: strongly agree, agree, quite agree, disagree, and strongly disagree. It will be distributed to 36 students of Online Business and Marketing Program. After it has been distributed, the percentage of students' answer will be analyzed to reach the conclusion of good book criteria based on students' view at Online Business and Marketing Program.

3. Validation Guidance

There were two kinds of validation guidance, they were expert validation and user validation.

i) Expert validation

It was made in order to know some suggestions and revisions should be made. It is created to gather information about validity of the product prototype.

ii) User validation

It was made to know the perception of user or in this research the user is students of Online Business and Marketing Program. They will be given questionnaire about their perception on book product.

4. Documentation

The document in this research was English book from Ministry of Education and Culture for first grade of high school students. It means that the book will be analyzed based on the criteria of English good book from Cunningsworth and the local wisdom content. This documentation was needed to prove how the approach, design and organization, language content, skills, and topic of that book and to see how much local wisdom that inserted in this English book.

Others documentation was taken from the activity of try out. The form of this documentation is the captured from online activities via WhatsApp application. The try out was done at 18th and 19th July 2020.

1.7 Data Analysis

The data analysis is used to analyse from the instrument has been distributed in the field. The analysis will be used to analyze the data from questionnaire in need analysis and the questionnaire from expert and user validation.

1. Need Analysis Questionnaire

The data of need analysis questionnaire will be analyzed by using frequencies and percentages. The highest percentages of the answers of each question were considered representing the students' needs. The percentage is calculating by dividing the frequency by the total of the respondents and then the results is multiplied by 100%. The formulas can be written as follow:

$$\frac{\textit{The frequencies}}{\textit{The total of respondents}} \times 100\% = \textit{result}$$

2. Expert and User Validation Questionnaire

Likert-Scale was used as the measurement to analyze the data of expert judgment questionnaire. The results of the questionnaire will be calculated by using the formula proposed by Suharto (2006: 52-53). Further, the results of the calculation will be converted to descriptive analysis by arranging its goodness proposed by Suharto (2006: 52-53). The indicator to measure is the Mean (χ).

Table 3.2 The Organization of Descriptive Analysis

Scales	Interval	Descriptive Categorize
1	$3.25 \leq \chi \leq 4$	Very Good
2	$2.5 \leq \chi \leq 3.24$	Good
3	$1.75 \leq \chi \leq 2.4$	Fair
4	$1 \leq \chi \leq 1.74$	Poor

If the score is fair or poor, it means that the revision is needed. Meanwhile if the score is good or very good, the final product is acceptable to use for teaching English at Online Business and Marketing Program.