

CHAPTER III

RESEARCH METHOD

In this chapter the researcher present of research design, data and data sources, data collection, technique of data collection, and technique of data verification, and data analysis

A. Research Design

In this research, the researcher uses the qualitative research method. Maxwell stated that “the strength as qualitative research derives primarily from its inductive approach, its focus on specific situation or people, and its emphasis on words rather the numbers”. It means that the data in this study is analyzed in the form of description and identification or analysis of the texts.

Qualitative research gives priority to analyze data. The data in this study is analyzed in the form of description and identification or analysis of the texts.

The researcher uses the qualitative research method by using content analysis. According to Ary (2006: 22) qualitative research in contrast focuses on understanding social phenomena from the perspective of human participants in the study. To analyze the data, the researcher used content analysis. Content analysis is one of many type of analyzing data in qualitative research.

This textbook evaluation attempted to discover whether or

not the English textbooks analyzed met the criteria of a good textbook suggested by *Pusat Perbukuan* (Pusbuk) and whether they were relevant to 2013 Curriculum. Besides, it also attempted to find out how those criteria were fulfilled or not by this textbook and in what way the textbooks were relevant to 2013 curriculum. In other words, it attempted to evaluate and to figure out the appropriateness of the textbooks for their grade.

The writer used descriptive qualitative to analyze, interpret and report the data provided in the textbook. From total 12 chapters in the textbook, the writer will only analyze 6 chapters as the sample of the research.

A. Data and Data Sources

This part explains about the detail description of the data and the sources of the data which are necessary to be collected and analyzed.

The data of this study are the the curriculum 2013 available on the English textbook. This study is conducted to see whether the topics in selected textbook represent on curriculum 2013.

The writer uses the primary data sources from textbook “BRIGHT” for first grade of Junior High School which has been developed based on the Curriculum 2013.

B. Technique of Data Collection

This part tells about the ways to collect data systematically. After collecting data, the researcher should explain about the ways of selecting data with the criteria of relevance between data and the topic of the research. What the researcher can do in selecting data by sorting and coding the data that are necessary to be analyzed.

The data in this study were collected by reading, observing and identifying directly the book included in the sample. The process of data collection was conducted through direct observation and identification of the content in sample page because they were directly visible and objectively identifiable. All sample data in descriptive study are mainly collected by reading, analyzing, identifying and presenting systematically.

An analysing data of “BRIGHT”, the writer used the data collected from textbook “BRIGHT”, and the rubric assessment from BNSP, the analysis was done using these following steps:

- 1) Comparing the material presented in the textbook with the category of required characteristic of an English textbook by rubric assessment from *BNSP*.
- 2) Evaluating material in the textbook “BRIGHT” by giving score in respected category listed in the rubric assessment.
- 3) Interpreted the data gained from the process of

evaluation.

C. Technique of Data Verification

This part explains about trustworthiness of the inquiry's finding in qualitative research. In this case, the writer has an obligation to represent the realities of the research as accurately as possible and must provide assurances in the report that the obligation was met. Some selected techniques possibly to be applied in this research and which are popularly used for qualitative research is triangulation technique. Triangulation is well known strategy to shore up the internal validity of a study. Dealing with Denzin's (1978), Merriam (2009, p.215) proposes four types of triangulation: the use of multiple methods, multiple sources of data, multiple investigators, or multiple theories to confirm emerging finding.

Thus, to get the validity of data analysis, the writer used multiple theories. In this case, the writer used more than one theory in analyzing data to find out how those criteria were fulfilled or not in English textbook "BRIGHT" that published by ERLANGGA based on the requirement of the current curriculum 2013 in selected English textbook. After got the data analysis, the writer decided the conclusion whether curriculum 2013 represented in selected textbook.

D. Data Analysis

In this data analysis of qualitative research, the researcher analyzed the data found systematically in content analysis from the primary data, so that the interpretation can be well understood and findings could be well informed to the readers. According to Bungin (2008: 159) technically, content analysis include the efforts, classify the symbol that used in communication, use some criteria in classification, and use analysis particular technique in make prediction. The researcher start her analyzes by using particular symbols, classify the data by using some particular criteria and predict by using analysis particular technique also.

To analyze the content of the book, these steps were taken in the study:

- a. Read and comprehend the data from *BNSP (Badan Standar Nasional Pendidikan)* or *Pusbuk* and curriculum 2013 in first grade of Junior High School English subject. These will be the main guideline to determine the compatibility of English textbook “BRIGHT” with the curriculum.
- b. Observe and scan through the content of material in the textbook “BRIGHT”.
- c. The data obtained from the textbook then categorized and

arranged in detailed information to be analyzed based on the characteristic described in criteria of *BSNP*.

- d. Making conclusion based on the analyzed data. The researcher makes conclusion after analyzing the data, whether the English textbook “BRIGHT” has met the *BNSP (Badan Standar Nasional Pendidikan)* or *Pusbuk* and curriculum 2013.