CHAPTER III

RESEARCH METHOD

This chapter explain about the model of research and development and procedure of development. This chapter consist of Research Design, Development Addie's Model, and Modified Learning Material Development Using Addie's Model.

3.1 Research Design

Research and development is the research of this research. Research and Development method is the research method that is used to produce certain product and validate the product (Sugiono:2010). According to Sujadi (2003: 164) Research and Development is a process or steps to develop new product, or make product perfect which responsibility. From the definitions above the researcher get conclude that Research and Development related with certain product. The product of this research in the form of pocket book. The researcher develop Addie's model as guide to build the material development. According to Wahyudi (2013: 20) developing a product using Addie's model is good enough. It because Addie's model has 5 steps that is quite enough to do. Addie's model consists of Analysis, Design, Development, Implementation and Evaluation.

3.2 Development Addie's Model

In this research, the researcher develop pocket book for vocabulary using Addie's model as guide. There are 5 stages of Addie's model consists of Analysis, Design, Development, Implementation and Evaluation.

3.2.1. Analysis phase

In the analysis phase the researcher clarifies the instructional problems and objectives, and identifies the learning environment and learner's existing knowledge and skills. In the analysis phase the instructional problem is identified along with learner characteristics; what do you want the learners to learn, and how will you define instructional goals and learning objectives? This step will provide you with a blueprint for the whole Instructional Design process and guide you in the following processes.

3.2.2. Design phase

The design phase deals with learning objectives, assessment instruments, exercises, content, subject matter analysis, lesson planning, and media selection. The design phase should be systematic and specific. *Systematic* means a logical, orderly method of identifying, developing and evaluating a set of

planned strategies targeted for attaining the project's goals. *Specific* means each element of the instructional design plan must be executed with attention to details.

3.2.3. Development phase

In the development phase, instructional designers and developers create and assemble content assets blueprinted in the design phase. In this phase, the designers create storyboards and graphics. The project is reviewed and revised according to feedback.

3.2.4. Implementation phase

The implementation phase develops procedures for training facilitators and learners. Training facilitators cover the course curriculum, learning outcomes, method of delivery, and testing procedures. Preparation for learners includes training them on new tools (software or hardware) and student registration. Implementation includes evaluation of the design.

This is also the phase where the project manager ensures that books, hands-on equipment, tools, CD-ROMs, and software are in place, and that the learning application or website functions.

3.2.5. Evaluation phase

The evaluation phase consists of two parts: formative and summative. Formative evaluation is present in each stage of the ADDIE process.

3.3 Modified Addie's Model

3.3.1. Need analysis

Need analysis is really important to make a good product for the student. In need analysis, the researcher conduct an observation to know waht the students need. The observation will be done by interviewing the teacher. The researcher will interview to the teacher. The researcher ask the teacher about material that is used, the problems of teacher, the strong and waeknes of the material, the teacher ways to improve their students' vocabulary mastery, and suggestion to arrange the vocabularies.

The writer modified them into document analysis and interview activity

1. Document Analysis

The researcher analysis the document that has related with education. In this case the writer analysis students book. It means the book is for teacher and students that are used by teacher and

students in learning English activity. Teacher and students use same book for handbook or supplement book and student workbook. The books have material for teaching and learning process. It is look like teacher and students depend on those books and little exploring the materials.

2. Interview

Interviewing is last activity in analysis phase. Interview is done for knowing the characteristics of students book. The teacher is interviewed using interview guide consist of material that is used, the problems of teacher, the strong and waeknes of the material, the teacher ways to improve their students' vocabulary mastery, and suggestion to arrange the material. Then interviweing activity for the students is different with interviewing the teacher. Interviewing the students just like sharing or unstructured interview that has advantages such as it can decrease nervous and feeling shy, the researcher can get closer to the object to, the researcher get many real information.

The analysis phase that consist of document analysis and interview activity are to be something very important. The result from analysis phase, the the researcher got character of objects and identification of documents. Character of objects to be important thing that it is main factor of user the product is develop.

Identification document to be important rules are made in important of product. So, both character object and identificationof document should be considered by teacher or material developer when decided how and why the character material or product which is develop. Character product determines whether the product is good and moreover the product is effective both in trying out and implementation in the next. The analysis phase should get much information from the object in order that product are made or develop optimal. Character object and identification document are in mind. This result are made the main character of the product. The character of the product use important thing which it comply a request of the object and document.

3.3.2 Design

The design is built based on need analysis of the student. The researcher will develop the pocket book for vocabulary. The researcher designs the pocket book for development specially to help the VII grade student in mastery vocabulary.

The design phase in basic Addie's model has 4 activities such as drafting instructional object, drafting test items for for measuring performance, specifying instructional strategies, and selecting media. But in modified Addie's the researcher do simple activity that is designing what vocabulary that is involve in the

pocket book. The researcher used students book as reference in designing vocabularies.

The pocket book for vocabulary especially consist of vocabularies that the students of seventh grade students should reach, hopefully the vocabularies that is involved give contribution to help the students increase their vocabulary mastery. The researcher will use students book as reference. The researcher could develop a pocket book for vocabulary based on students need.

3.3.3. Developing Material

In the development phase, there are three broad types of development process, based on the type of delivery method have selected: print, electronic, or face-to-face training. In modified addies model there are many steps that should be done by the researcher. Development phase has main activities to develop the product.

This development phase start from the begining when make or develop the product to try out and also the result of try out the product. the development phase has many steps are done by the researcher. The steps are:

- Writing draft
- Revising draft
- Validating draft
- Refising draft

- Tryout the draft
- Revising the draft
- Writing final product

The explanation obout three phases of modified addie's model development that are analysis, design and development like diagram below: