

## CHAPTER III

### RESEARCH METHOD

In this chapter the researcher present of research design, data and data source, data collection, credibility and dependability, data analysis and interpretation.

#### A. Research Design

In this research, the researcher uses the qualitative research method by using content analysis. The researcher tries to analyze the data and identify the utterance and pictures in textbook by using eighteen character values. 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.

Ary (2006: 442) states that content analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics of the material. Altheide in meriam (2009: 205) emphasize that qualitative content analysis looks for insight in which “situations, settings, styles, images, and nuances as key topics”.

Then, the researcher describes the data is roommates will answer two research question of data analysis above. The main research

instrument is the researcher herself in looking and finding the data and also analyzing the data.

## **B. Data and Data Source**

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 is utterances and pictures that represent eighteen character building values of selected textbook. This study is conducted to see whether the topics in selected textbook represent the aspects of character building values.

The writer uses the primary data sources from textbook “Bahasa Inggris; When English Rings the Bell”. This book is developed by the government.

## **C. 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. Here the steps of the data collection method involved in content analysis:

1. Specifying the phenomenon to be investigated. In this case character value was the specific phenomenon to be investigated.

2. Selecting the media from which the observations are to be made. In this case the book entitled “Bahasa Inggris: when English Rings the Bells” was the main book to observe.
3. Formulating exhaustive and mutually coding categories. In this case eighteen character building values were symbolic content can be counted.
4. Deciding on the sampling plan to be used in order to obtain a representative sample of the documents. Here, the researcher decides to look the curriculum development in developing textbooks to look some issues of curriculum development.
5. Training the coders. The researcher should be able to code the documents using the scheme and obtain consistent result.
6. Analyzing the data.

#### **D. Validity and reliability**

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 the aspects of character building value in selected English textbook. After got the data analysis, the writer decided the conclusion whether character building values represented in selected textbook.

#### **E. Data Analysis and interpretation**

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.

However, the researcher uses character value especially eighteen character values in data analysis as approach by:

1. The researcher learn the content of the selecting book by looking each chapter
2. The researcher find the utterances and pictures that represent character building values
3. The researcher collects the data by sorting the utterances and pictures

in each chapter of the textbook

4. The researcher analyze eighteen character values found in the utterances and pictures in each chapter of the textbook based on two research question
5. The researcher classifies the content and interprets the meaning of the finding to the context that can be expected to become available as research continues.