

## **CHAPTER III**

### **RESEARCH METOD**

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

The design of the research was a descriptive qualitative research. Bruce (2010, p. 121) stated that a descriptive research is one of the researches to describe data and characteristics used to describe the population. The purpose of using the descriptive research method is to get the accurate, factual, and systematic data. Thus, this research described the use of infographic media in teaching literature at the 2<sup>nd</sup> semester of English department students of UIN antasari Banjarmasin. How and the problem when teacher teaches literature using infograpics were described in accurate data. The data was collected by asking the respondents to fulfill the instruments. The data was collected based on the real condition and systematically organized.

#### **B. Research Setting**

The location of this research take in English Department of UIN Antasari Banjarmasin, on A.Yani Street, km 4.500, Banjarmasin, South Kalimantan. The reseacher Choose English Department of UIN Antasari Banjarmasin, as a location of this research because the teacher applied infographis as a media for teaching literature. This research conduct the data on April to June.

## C. Subject and Object

### 1. Subject of the study

The subject of this research are 26 students of the literature course of English Department of UIN Antasari Banjarmasin. The subject chosen by sampling. In this study researcher use Purposeful sampling.

Purposeful sampling is based on the assumption that the investigator want to discover, understand, and gain insight and therefore must be select a sample from which the most can be learned. (Merriam, 2009, p.77)

Bouma Gary D. (2008, p.125) in his book *The Research Process*, the revised edition states: *"Some researchers believe that Purposive sampling they can using judgment or intuition, select people or groups to be studied, which means that in purposive sampling, researchers believe that they can use their judgment or intuition to choose the best people or groups to study or in this provides accurate information."*

The group called "the typical and the best people" which was considered by the researcher to be chosen as the research subject is the definition of purposive sampling by Williamson (2007,p.115) William also give more definition about sample. Sample are "respondents who are hard to locate and crucial to the study", the respondents who are considered to provide a lot of unique experiences and adequate knowledge needed by researchers.

Based on the description that has been stated it is understood that purposive sampling has keywords: groups that are carefully considered (intuition) and the best groups (which are considered to provide sufficient information), to be selected as research respondents. Because of that purposive sampling is also known as judgmental sampling. This is said because there

needs to be careful consideration in selecting key groups as samples. There is also the name criterion-based selection sampling. Because the sample selection is based on certain specific criteria. This sampling not divided based on certain criteria. Just only take respondents that need the researcher to add information.

Based on the sampling theory, requires the researcher look for respondents who are considered important and can provide knowledge as data from the research. To determine the respondent, the researcher shared a feedback questionnaire for 132 students. Which consists of 4 classes, namely A, B, C and D. From the feedback they gave, the researcher looked for answers to answers that were considered important to be examined further by interview. From here the author found 26 people.

## 2. Object of the study

The object of this research is the use of infographics media in learning literature at 2<sup>nd</sup> semester of English Department of UIN Antasari Banjarmasin.

### **D. Technique of Data Collection**

To collect the data about the use of infographics media in learning literature at 2<sup>nd</sup> semester of English Department of UIN Antasari Banjarmasin, the researcher used two instruments; Interview and observation. The researcher design the question of interview. The researcher interview 26 students of English Department Students were take Introduction to Literature course in academic years 2018/2019. For added the data, the researcher also observe English learning process on that class. Observation held in four classes: A,B,C and D.

## **1. Interview**

Interview of this research was used as primary data. This instrument was used to answer the question from the researcher, which is to find out the use of infographics media in learning literature at 2<sup>nd</sup> semester of English Department of UIN Antasari Banjarmasin. The researcher interviewed 26 students who were selected based on the theory of purposive sampling. This interview conducted for one week from the 27<sup>th</sup> May until 31<sup>st</sup> May 2019. For one day about five until seven students have been interviewed.

## **2. Observation**

Observation of this research is observe English learning process on 2<sup>nd</sup> semester of English department of UIN Antasari Banjarmasin. This data was used as secondary data. To complete the data by interview. The observation can held more than one time. This observation was carried out in 2 stages. The first stage is observing the results of the group work to make an infographic about the period of literature. Observation of the first stage is done on the 9<sup>th</sup> May to 14<sup>th</sup> May. For the second observation stage the author looks at how the infographic individual works about an article. The second stage is from the 16<sup>th</sup> May to the 21<sup>st</sup> May 2019.

## **E. Data Analysis**

After collecting the data, the researcher analyzes the data. Wiersma (2009, p.237) stated “Data analysis in qualitative research is a process of categorization, description, and synthesis. Data reduction is necessary for the description and interpretation of the phenomenon under study”. In short, data analysis is systematically process to analyze data which have been collected.

To analyze the data, the researcher uses descriptive qualitative to analyze data. According to Sugiyono (2008, p.245), there are three activities to analyze data in descriptive qualitative research. Those activities are data reduction, data display, and conclusion drawing/verification. Based on those statements, the researcher divides the activity in analyzing data into three activities, they are data reduction, data display, and conclusion drawing.

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. Hence, the researcher must select 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 learning English Literature using infographic, the difficulties in learning English Literature using infographic, and the problem English Literature using infographic.

Data display 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.

In displaying data, the researcher describes data that have been reduced into sentence form. Sugiyono (2008, p.249) stated that in qualitative research, the most frequent form of display data is narrative text. Hence, the researcher arranges the data in good sequence of narrative text in order to be easier to understand.

For 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 short, the steps in analyzing the data are: (1) the researcher collects the data through interview and questionnaire. 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.