

CHAPTER III

RESEARCH METHOD

A. Research Design

In this research, researcher uses qualitative data analysis. It means that the researcher focuses on analyzing and making inferences from text and other forms of qualitative information from interviews, focus groups, open-ended survey questions, documents, or video. Krippendorp (2004) defines qualitative data analysis as ‘a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use’. Texts are defined as any written communicative materials which are intended to be read, interpreted and understood by people other than the analysis. (Krippendorp 2004)

Content analysis can be undertaken with any written material, from documents to interview transcriptions, from media products to personal interviews. It is often used to analyze large quantities of text, facilitated by the systematic, rule-governed nature of content analysis, not least because this enables computer assisted analysis to be undertaken. Therefore, researcher tries to analyze data on the character values in the text of an English textbook entitled *BRIGHT An English Course Book for Junior High School Students for Grade IX*.

B. Research Setting

There are some things that should be considered in preparing the data. Those things are explain in this part. Those sub-parts are place and time of the research, object of the research (source, form, and context of the data), and the research instrument.

This was a research study of a book so that the researcher was not limited by a specific location. During the research, there were some activities as follows.

1. March – Mei : Preparation of the research proposal

2. Mei – July : The data analysis
3. July – September : The research report

C. Subject

The subjects were 26 reading texts in English textbook entitled *BRIGHT An English Course Book for Junior High School Students for Grade IX*. The object of this research was character values in the texts of English textbook entitled *BRIGHT An English Course Book for Junior High School Students for Grade IX*. In more detailed, this research focused on the appearance of characters in the reading texts. Those characters were based on 18 values formulated by Kemendiknas.

D. Data

The source in this research was the English textbook entitled *BRIGHT An English Course Book for Junior High School Students for Grade IX*. The reason of selecting a textbook for grade IX of Junior High Schools was due to the consideration that at the age of grade IX, students are in the process of building up their character so that they do need to know characters that they need to learn. In addition, this textbook provides more texts comparing to other textbooks.

The data were in the form of texts. There were reading texts which consisted of various topics and genres. Then, the context of the data was the contexts around texts.

E. Techniques of Data Collection

A careful and thorough reading of texts in English textbook entitled *BRIGHT An English Course Book for Junior High School Students for Grade IX* was done in order to know the research data that are absolutely necessary to answer the research questions. Some activities were taken in the following steps.

1. Reading carefully the texts in English textbook entitled *BRIGHT An English Course Book for Junior High School Students for Grade IX* in order to obtain valid information regarding to the research questions.
2. Understanding specific parts related to the focus of the research intensively in order to find the data that are valid according to the research questions.
3. Marking certain parts in the parts of the texts that are related to the research questions. This step aimed to interpret the data obtained from reading activities of the texts in English textbook entitled *BRIGHT An English Course Book for Junior High School Students for Grade IX*.
4. Making a description of the data. This activity aimed to obtain data based on the research focus. The description of the data was accompanied by a coding process at certain parts in texts of English textbook entitled *BRIGHT An English Course Book for Junior High School Students for Grade IX* related to the research focus. It was inserted into the table of the data.

F. Data Analysis

Analysis of the data followed content analysis procedure proposed by Krippendorff (2013). Data analysis was done through the following steps.

1. Comparison of the data.

In this stage, the data were compared to each other to find similar data to be classified into a category.

2. Categorization of the data

The data that showed an indication of the research questions were tabulated according to the group that had been categorized. In this stage, the data categorization was done to insert the data of each element into the same categorization as a kind of comparative work in order to facilitate the analysis.

3. Presentation of data tabulation

Presentation of data was done systematically to present the results of data categorization in the form of tabulation and descriptions.

4. Stage of inference

In this stage, interpretation and inference results were done based on the categories that have been obtained during the study. Knowledge of the context of the data strongly influenced the success in making inferences.