

CHAPTER III

RESEARCH METHOD

In this chapter, the researcher discussed about the methodology of the study. Some materials are included as the methodology of the study. Those discussed materials are stated as the following: research design, research setting, participant, data, technique of data collection and data analysis.

A. Research Design

In this study the researcher wanted to gain the information about the values in the textbook based on the appropriateness to characteristic of EYL in terms of multimodality and the implications for textbook development in order to maintain students' interest, to evolve more meaningful picture, and to increase students' ability in remembering the lesson based on the real context. The researcher used descriptive qualitative as a research method. Content analysis is chosen to conduct the study. Content analysis is an approach to quantify qualitative information by systematically sorting and comparing items of information in order to summarize them. Often this process entails turning a large set of raw data into useable evidence through data reduction methods (Hsieh & Shannon, 2005, p. 472).

Research Setting

This research was conducted in Banjarmasin. The researcher decides to choose fourth-grade textbook in chapter four entitled action what are they doing because the chapter provides complete picture including visual and graphic.

B. Subject of Research

The subjects of this research was fourth-grade English textbook entitled

“action (What are they doing?)”.

C. Data

Data collected by analyzing an EYL textbooks and choosing one theme deserved with the aim of the research. Some pictures in chapter four of EYL textbook in Indonesia with the title “action (What are they doing?) ” used as the data.

D. Technique of Data Collection

The researcher used a document analysis as the method of collecting the data. Document is an instrument in collecting the data. The document is taken from the English Textbook entitled “action (What are they doing?)”. The researcher used the English textbook as the source of the data.

1. Checklist for textbook evaluation

Checklist for textbook used in this research is A Checklist for Multimodality of Content by Maria Stec. The first part of the checklist implemented in the project is composed of four aspects such as image, language, sound and music including static picture, speech new phrase, soundtrack and song.

E. Data Analysis

The data analyzed by using document review, with following steps:

1. Access to the Document: In this phase, the researcher accesses the appropriate documents by identifying which ones will fit the research aim. In this research, an elementary education fourth-grade English textbook was identified and the appropriate book.

2. **Checking Authenticity:** The authenticity of the accessible documents should check, since the reliability of the research damaged if documents are used without checking their authenticity.

3. **Understanding the Documents:** In the third phase, the obtained documents should be examined within a particular system. In this research, the textbook analyzed the pictures of the books for EYL students in elementary fourth-grade.

4. **Data Analysis:** Descriptive analysis used to explain four aspects in multimodality such as image, language, sound and music including static picture, speech new phrase, soundtrack and song. Descriptive analysis made from the aim of presenting findings to the reader in a well-organized manner. In descriptive analysis, the obtained data can summarized and interpreted based upon the systemic functional multimodal discourse visual image. This research, analyzed the picture that have a socially and functionally meaningful or meaningless. Reliability and validity are most important criteria for ensuring or increasing credibility of a research's results. In this research, data collection and analysis process were analyzed in a detailed way with a view to ensure the validity of the research results accordance to the systemic functional multimodal visual image in meaning making (Bowen, 2009).

5. **Data Report:** At the fifth phase, the results should be reported. In this research, the obtained results also reported.