

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

Research design is commonly defined as the way of thinking and doing preparation to complete research and achieve the goal of the research. The researcher wants to know describe the benefit and advantages in using infographic as reading graphic organizer to students-aged participants from the Kintap Community Development Program, and the production of the infographic as reading graphic organizer. so the design used in this study is descriptive qualitative approach.

Sheman and Webb (1988) assume that qualitative research is concerned with meaning as they appear to, or are achieved by persons in lived social situations. Meanwhile, Bogdan and Biklen (1982) state that qualitative research is descriptive which the data is collected and explained in the form of words or pictures rather than numbers. Data in the form of quotes from documents, field notes, and interviews or from video tapes, audio tapes, or electronic communications are used to present the findings of the study.

as research design, this approach need comprehensive data collection, in order to describe the effect of using and implying Infographic to descriptive text to increase participants understanding of text. The data were collected from various test result of using infographic in descriptive text to the subject of research, other data are gathered from scheduled interview and observation, document such as study result, examination result paper and training certificate also needed as complementary data and later classified and analyzed the data descriptively using the relevant theories.

If the researcher finds benefit and advantages on infographic as graphic organizer in understanding descriptive text, the researcher will suggest to the

participants/instructors to using infographic as learning media to help them understand descriptive text easily.

B. Research Setting

This research is conducted at Yayasan Pemberdayaan Dan Pengembangan Masyarakat Kintap, a board of Corporate Social Responsibility from PT Arutmin Indonesia Kintap Mine, which one of the program is Kintap Community Development Program which the goals is to develop and elevate the locals skills and ability to prepare locals with working related skills to build a sustainable and stable community.

Yayasan Pemberdayaan Dan Pengembangan Masyarakat Kintap was selected as research setting because it was fit to researcher needs to find and describe the benefit and advantages of using infographic to help them understanding descriptive text with limitation of research time ranged and scheduled from May-June 2020, because it has similiar activity and goal as in the school, to educate and to elevate knowledge of its students/participants. as result of the corona virus pandemic outbreak, nation wide school closure made it hard to find location with direct learning-teaching activities which fit to researcher's research requirement to find data about the benefit and advantages of using infographic to help understanding descriptive text.

Participants are students aged villager and program participants from all of the closest service ring of Yayasan Pemberdayaan Dan Pengembangan Masyarakat Kintap which consist from 5 villages which are 1. Desa Sumber Jaya, 2. Desa Mekarsari, 3. Desa Sungai Cuka, 4. Desa Bukit Mulia, 5. Desa Kebun Raya and beside from the closest ring villages, there is also participants from Desa Sungai Danau.

C. Subject and Object of the research

1. The Subject of the Research

a. Kintap Community Development Program Participants

to achieve main goal of this research which aiming to know what are the benefit and advantages of using infographic in understanding descriptive text, researcher need students aged program participants, They are simply participants who are still in school age and still considered as school students who received english subject in their schools, and researcher would likely find participants with problems in learning english, especially in understanding texts, and personal dislikes with english subject, which from the result of applying infographic to them would help them to learn english and understanding text easily.

2. The Object of research

The object of this research is the use of infographic as graphic organizer to Kintap Community Development Program Participants. Infographic will applied to descriptive text, the goal is to help participants understand the text.

D. Data and Source of Data

1. Data

In complete research question about the use of infographics in understanding descriptive text of Kintap Community Development Program Participants as mentioned below

1. What are the benefit and advantages in using infographic as reading graphics organizer in understanding descriptive text for Kintap Community Development Program Participants.

2. How do the Participants use infographic as reading graphics organizer in understanding descriptive text of Kintap Community Development Program Participants.
3. What are problems participants face in using infographic as reading graphics organizer in understanding descriptive text of Kintap Community Development Program Participants.

the researcher investigated and divided the data into primary and secondary data which are :

a. Primary Data

The primary data to be explored in this research are: 1) participants' response from the phase of interview in collecting specified data to support the first research question to know what are the benefits and advantages in using infographic as reading graphics organizer in understanding descriptive text. 2) the procedural steps of design conducted by the participants, from the material to the tool of design to find the difficulty or advantages of using particular technique and tools in order to make understandable infographic which help them to understand descriptive text.

b. Secondary Data

- 1) Profile and history of Yayasan Pengembangan Dan Pemberdayaan Masyarakat Kintap
- 2) Vision and Mission of Yayasan Pengembangan Dan Pemberdayaan Masyarakat Kintap
- 3) Participants supporting and inhibiting factors in developing their linguistic intelligence.

2. Source of Data

The data above is obtained through a data source consisting of :

- 1) Respondent, from the participants of Kintap Community Development Program of Yayasan Pengembangan Dan Pemberdayaan Masyarakat Kintap
- 2) Informants, to know the profile and history, vision and mission of Yayasan Pengembangan Dan Pemberdayaan Masyarakat Kintap

E. Data Collection Procedure

Data collection is a series of interrelated activities aimed of gathering good information to answer the question (Creswell,2017: 118).To collect the data, the researcher conducted research phase begin from:

1. Selection

In order to find suitable research subject, with the spesifical needs of research which stated in research question, researcher need to sort the participant first, the participant of research is active students who currently studied in their school, and given english subject in their formal studies, hence participants from basic computer training program is selected as subject of the research because all of program participants is students, whereas other program participants mostly dominated by graduated and adults. Also because of pandemic, basic computer training program is the one of programs which allowed to run by the board of Yayasan Pengembangan dan Pengembangan Masyarakat Kintap.

2. interview

Interview conducted by asking questions to choosen participants around studying english, conducted in second to the third week of May 2020 located at Yayasan

Pemberdayaan Dan Pengembangan Masyarakat Kintap , respondent were interviewed about how much they like in learning english, the difficulties in learning english, how their teacher learning style and techniques affected their english mastery, their personal choice media which help them understand english easily, their daily interaction/habbit with english, also interview done to find the information about the specified profile, history, vision and mission of Yayasan Pengembangan Dan Pemberdayaan Masyarakat Kintap from the Managerial Board/ Head of Yayasan Pengembangan Dan Pemberdayaan Masyarakat Kintap.

Table 3.1 Interview Guidelines and interview Focus

Interview Elements	Interview Focus
Participants	a. Participants supporting and inhibiting factors in developing their linguistic intelligence. b. Participants personal view on infographic as media to help descriptive text understanding c. Participants personal difficulties/advice in designing infographic as media to help descriptive text understanding
Head/Board Of Managers	Profile, history, vision, mission of Yayasan Pengembangan Dan Pemberdayaan Masyarakat Kintap

3. Observation

observation done to observe participants activities with infographic as media to help them, from the process of making and how it help them understanding descriptive text. They will divided to 3 groups and will asked to make infographic from the material of descriptive text below as their group assignment as first round of observation cycle within collective process.

the material given are :

1. history of Djenne Grand Mosque, Mali.
2. The history of King Mansa Musa of Mali
3. The Silk Road

After their group assignment, the second cycle is individual assignment of designing infographic. The theme and materials are set from participants to exchange with each other to find the benefit in learning, the problem within making. before the first and second cycle participants given a set of material from the descriptive texts to the examples infographic into the explanation to design itself from the researcher. researcher observed student understanding of the text by observe them produce the Material to Infographic, later the researcher investigated the usage and what are problems the participants find in the process.

F. Data Analysis Procedure

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 research is chosen by identifying how participants use infographic to understanding descriptive text, benefit and advantages in applying infographic to understanding descriptive text, and the problem in applying infographic to understanding descriptive text. 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.