

## **CHAPTER 3 RESEARCH METHOD**

### **A. Research Design**

The approach used in this research is the approach qualitative. Qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, actions, etc., holistically, and in a descriptive way in forms of words and language, in a special context that is natural and with using various natural methods(2011). The approach in this research is qualitative approach because it has characteristics according to the characteristics qualitative research. According to the opinion of Boghdan and Biklen are as follows: 1) qualitative research has the natural setting as the direct source of data and the researcher is the key instrument, 2) qualitative research is descriptive. The data collected is in the form of words of pictures rather than number, 3) Qualitative research are concerned with process rather than simply with outcomes or products, 4) Qualitative research tends to analyze their data inductively. 5) “meaning” is of essential to the qualitative approach (2014).

### **B. Research Setting**

The research is taken place in English Banua that placed in Jl. Sakapermai Rt. 11 No.11 Banjarmasin 70114. The research began on may and ended in last may 2022, the researcher took the data about modes and responses using multimodality.

### **C. Participants**

The researcher took teacher in English banua course as a subject of this research. The sampling techniques applied is purposive sampling in which based on the specific purpose of the research, the researcher uses personal judgment to select the sample. The object of this research is multimodality for teaching listening in English Banua. The researcher choose English Banua, because they applied multimodality in their teaching listening

### **D. Data Collective Procedure**

#### **1. Observation**

According to Sugiyono (2010, p. 9) “Observation entails witnessing all relevant phenomena in order to obtain data that is logical, empirical, and systematic”. The observational method of data collection is used to describe the scene, activities, people, and meaning of what is observed from the perspective of the participants. By asking the founder of this course, the researcher gained direct insight into English Banua. To determine the type of multimodality employed in teaching listening material, book, or audio.

The classroom observation was held in one times. First, is to find what kind of multimodality that used in teaching listening material.

## 2. Interview

According to Esterberg in Sugiyono (2010, p. 231) Interviews are conversations between two people in which they exchange information and ideas through question and answer in order to develop meaning in a certain issue.

The interview was conducted in a semi-structured approach by the researcher. This strategy was used in an interview to establish a casual and flexible environment in which information regarding using multimodality in teaching hearing material could be obtained. The interview in this research will with Mr. Rian as founder and owner of English Banua and the teacher of English Banua.

## 3. Documentation

According to Sutopo (2006, p. 54) A document is a type of literature that pertains to a certain event or set of events. Teacher responses resulted in the material used in this study. The researcher gathered and analyzed the results of the teacher respons.

### **A. Data Analysis**

According to Moelong (2001, p. 103), Analyzing data is defined as the act of organizing and arranging data into patterns, categories, and a set of fundamental classifications in order to discover the topic and build the study hypothesis based on the data. Data analysis techniques were used in qualitative

research to synthesize data from numerous sources into a coherent explanation of what the researcher had observed and discovered. Regarding with this research the researcher used data analysis from (Patton, 2022, p.56) said that “ The best advice i ever received about coding was to read the datai collected over and over. The more i interacted with the data, or content, analysis involves several phrase: Describing and Emergence of findings”.

Describing. This entailed comprehending the "who, what, when, and where" of the situation under study. The descriptive phase of data analysis entails many readings and evaluations of all obtained data. Field notes collected at the research location or while analyzing certain aspects of the case. Patterns are often descriptive, such as "most kids are excited about the first day of class," but themes are typically more topical, such as "excitement about school."

Emergence of findings. The researcher's interaction with and absorption in the raw data is at the heart of the inductive approach of qualitative data analysis, which leads to conclusions in the form of patterns, themes, or categories. Open coding is one of the first steps in this research, which emphasizes detecting any patterns that emerge from the data rather than evaluating data using a pre-determined framework, as is the case with qualitative data in deductive analysis.

