

CHAPTER III

RESEARCH METHODS

A. Research Design

This research investigates what visual analysis in the form of representational, interactive and compositional emerges from text and images in textbooks in conveying the meaning depicted descriptively and realistically. Therefore, descriptive qualitative is used as a research method by researchers. Cresswell (1994) states that "qualitative research is descriptive because researchers like words and images that can convey meaning, understanding, and process." The researcher uses the descriptive method by conducting an investigation starting from collecting, analyzing and then drawing conclusions which are presented qualitatively.

Content analysis was chosen in this research because it can summarize information accurately and systematically, but it is not uncommon for there to be raw data that can become evidence after going through data reduction. (Hsieh & Shannon, 2005).

B. Research Setting

This research was conducted in Banjarmasin. The researcher decided to choose a textbook by the Language Development Unit entitled *Your English Partner: Beginner* because each chapter in the textbook contains text and images that are relevant to this research.

C. Research Subject

In this research, the researcher chose a textbook belonging to the Unit Pengembangan Bahasa entitled *Your English Partner: Beginner* as the research subject to be analyzed. Text images from Chapters 1 to 8 were taken as the main data source and the researcher took 18 text images for analysis.

D. Data

According to Cresswell, JW (1994). The research procedure includes several steps, including the following:

1. Determining Research Subjects

The subject of this research is *Your English Partner: Beginner* and is analyzed using multimodal discourse proposed by Kress & van Leeuwen.

2. Collecting data

The process of selecting and classifying representational meaning contained in textbooks. In selecting data, the researcher first read and understood the *Your English Partner: Beginner* textbook, after that the researcher collected the pictures in the textbook, especially the pictures and text in the material, then the researcher divided the collected pictures into three categories according to with theory. visual grammar analysis, namely representational, interactive and compositional.

3. Analyzing Data

Here the process of examining, cleaning and modeling data occurs to obtain useful information, draw conclusions and support decision making. In analyzing the data, researchers used Kress and Van Leeuwen's theory of visual grammar analysis because in accordance with the research question, the first category is

representational which consists of humans and non-humans, then there is interactive, namely contact, social distance, perspective and modality and finally composition consists of of text image status and information value. After analyzing all the existing images, the researchers counted the images to find the most dominant image among the three categories.

4. Reporting Data

The final stage of the research is the reporting and summarizing research findings. At this stage the researcher makes conclusions according to the results obtained and then presents them in accordance with the thesis writing guidelines at UIN Antasari Banjarmasin.

E. Technique of Data Collection

According to Bowen, G. A. (2009), data collection techniques using documentation are methods that involve collecting data from written sources or documents. This could include books, articles, reports, archives, and various other types of documents. This technique is very useful in research because it allows researchers to access information that already exists without having to collect new data. The following are the stages in the data collection technique using documentation:

1. Identify Relevant Documents

Identify documents relevant to the research topic. This can include various types of documents such as reports, books, journal articles, government documents, and other archival sources. In this study, the researcher looked for several English textbooks that were relevant to the research topic.

2. Document Collection

After identifying relevant documents, the next step is to collect them. This can be done through searches in libraries, archives, online databases, or other available sources.

3. Document Evaluation and Selection

Not all documents collected will be relevant or useful. Therefore, it is necessary to evaluate and select documents based on the criteria of relevance, credibility and reliability. After the evaluation and selection of documents, English textbook released by Unit Pengembangan Bahasa of UIN Antasari Banjarmasin were selected.

4. Data Coding and Categorization

This stage involves coding the data present in the documents. Coding is the process of labeling certain parts of the document based on themes or categories relevant to the research. In this study, the coding process was carried out in accordance with the categories, namely representational mode, compositional mode, and interactive mode.

5. Data Analysis

Once the data has been coded and categorized, the next step is to analyze the data to find patterns, themes, or insights relevant to the research questions.

6. Interpretation and Reporting of Results

The final stage is interpreting the results of the analysis and reporting the research findings. This involves compiling a narrative that links the findings to the

research questions and existing literature.

By following these steps, researchers can collect, analyze and interpret data from documents in a systematic and structured way.

F. Data Analysis

According to Bogdan in Sugiyono, data analysis involves searching systematically for interview transcripts, field notes and any other documentation accumulated to further understanding related matters and make their communication possible. Once collected, Ibrahim from Miles & Huberman states there are three types of analyses; see Dea Ivana for further discussion of each method of data analysis.

According to Dea Ivana (2018), there are three categories of data analysis that can be explained:

1. Data Reduction

The researchers organize and classify the data based on three modes, such as representation mode, composition mode, and interactive mode. Through this process, researchers can determine if certain information is incompatible; incompatible information will be separated, while compatible information will be methodically organized to ensure there are no incorrect or irrelevant details in their analysis.

2. Data Display

Before display the data, the researcher have to analyze some text books and choose one that matches the topic, then researchers need to select image based on visual analysis theory that representational, compositional, and interactive. Next is coding the images, and organize it then be able to display.

3. Drawing Conclusions/Verification

The final category of data analysis is drawing conclusions. After creating a data display, researchers must draw conclusions based on the research objectives. The data that has been described is generally summarized. This means that researchers explain the results before drawing conclusions or verifying the results.