

CHAPTER III

RESEARCH METHOD

A. Research design

The design used for this study is qualitative research. More specifically as document analysis. The method is widely applied for writer or visual data with the purpose of identifying specific character or material that are going to be analyzed in general from of textbook, newspaper, or any other host of documents (Donald: 2010). The writer used the document analysis method to study the textbook “When English Rings A Bell (2017 Revision)” For Junior High School Student Year VII.

The researcher tries to analyze the data and identify the utterance and pictures in textbook by using eighteen character values. According to Ary (2006: 22) qualitative research in contrast focuses on understanding social phenomena from perspective of human participants in the study. To analyze the data, the researcher used content analysis. Content analysis is one of many types of analyzing data in qualitative research.

Then, the researcher describes the data and answer two research question of data analysis above. The instrument is the researcher herself in looking and finding the data and also analyzing the data.

B. Subject and Objective of the Research

Every research has subject and object to be studied and the subject of the research is textbook entitled “When English Rings A Bell (2017 Revision) for

Junior High School Students Years VII”. While the object is the research is the completeness of materials and the character contents in the textbook “When English Rings A Bell (2017 Revision) for Junior High School Students Year VII”.

The subject of this research is book When English Rings A Bell (2017 Revision) for Junior High School Students Year VII. The object in book is Character content such as religious, honesty, tolerance, discipline, hard work, creative, independence, willingness, nation mentality, love fatherland, respect of achievement, communicative/friendship, peaceful, fond of reading, cares of environment, social cares, responsible.

C. Technique and instrument

The technique used in the research is Content Analysis proposed by Krippendorff. The procedure consists of six stages, they are: unitizing, sampling, recording/coding, reducing data, inferring contextual phenomena, and narrating the result (Krippendorff, 2004:83).

The main instrument in this research is the researcher herself though reading the textbook When English Rings A Bell (2017 Revision) for Junior High School repeatedly and thoroughly.

D. Technique of Data Analysis

The procedure in content analysis as its technique of the research will adopted Krippendorff’s Content Analysis steps. The procedure consists of six stage that are: 1) Utilizing, 2) Sampling, 3) Recording/Coding, 4) Reducing Data, 5)

inferring Contextual Phenomena, and 6) Narrating and Result (Krippendorff, 2004:83 in Abdurrahman).

In unitizing stage, the researcher will distinguish and separate segments of text-images, voice, and other observable that were of interest to an analysis. All those text will be taken from the *When English Rings a Bell* (2017 Revision) for Junior High School Students Year VII. After this stage, the researcher will be allow to choose segments of text or the whole texts in the sample of the English textbooks based on manageable subset of units which were conceptually representative.

In recording/coding, original texts, images, or unstructured sounds were transformed in to analyzable representation. By this, it gives opportunities to be reread the data both by the researcher herself and by other researchers. Recording or coding bridged the gap between unitized texts and someone's reading of them, between distinct images and what people see in them, or between separate observations and their situational interpretations.

Reducing data serve the researcher for efficient representations, especially of large volumes of data. This was also done to avoid redundancy of the same finding(s) or its tendency. However, this should be done prudently so none of the important data was uselessly expelled or the unimportant one was covered.

The last two stages are the result of the research. Firstly, inferring contextual phenomena which mean to draw conclusion and narrating the result which mean to report the research. The secondly the process will take longer since

the stages are the key in the content analysis. In the process, the researcher will actively discuss and consult with the advisors as well as the experts.

