

CHAPTER III

RESEARCH METHOD

A. RESEARCH DESIGN

The researcher used qualitative study, the design used qualitative design because this study involves steps to specified and to analyze the topic. According to Sugiyono (2015, p.13) states qualitative methodology is research method based on positivism philosophy that is used to investigate on nature object, (opposite of experiment), where the researcher as a key instrument, the technique to collect data is done, data of analysis is qualitative, and the result of qualitative research refers to meaning than generalization. According to Williams (2008) qualitative research is different from other research in several respects there are:

1. Basic views (axioms) about the nature of reality, the relationship between the researcher and the researched, the possibility of drawing generalizations, the possibility of building causal relationships, and the role of values in research.
2. The characteristics of the qualitative research approach itself
3. The process followed to carry out qualitative research.

According to Hardani, et.al (2020, p.21) In qualitative research, the research cycle begins with selecting a research project. Then it is

continued by asking questions related to the research project, then collecting data concerning the questions referred to above, compiling records of the data that has been collected, and analyzing them. This process is repeated several times, depending on the scope and depth required of the research questions themselves. This study used document or content analysis as a research type. Specifically, it used “Bright An English Course” English textbook for seventh grade of Junior High School. According to Roller (2019) in Levika (2020) stated that the researcher is conducting content analysis as a "primary method" or a "secondary method". As a primary method, content analysis research is one where the researcher is dissecting normally happening information sources, for example, media records of the news, films, and documents.

As a secondary method, content analysis is a study where the researcher's analysis is directed at information got from qualitative methods. According to Moelong, qualitative research is research that intends to understand the phenomenon of what is understood by research subjects for example behaviour, perception, motivation, action, holistically and in a way description in the form of words and language, in a special context that naturally and by utilizing various scientific methods.

According to Krippendorff in Jumal Ahmad (p.8) Krippendorff

mention several forms of classification in content analysis, that is:

1. Pragmatic Content Analysis is where the classification is carried out against the sign according to possible causes. For example, how many times a word certain words are spoken which can lead to the appearance of liking to a product.
2. Semantic Content Analysis is performed to classify signs according to meaning.
3. Analysis Of Sign Means is done to classify message content through the psychophysical properties of the sign.

There were several Qualitative content Analysis Method that is discourse Analysis, Semiotic Analysis and Hermeneutic Analysis. The researcher will use discourse analysis which emphasizes more on the meaning of the text rather than the summation of categorical units, as in analysis contents.

B. SUBJECT OF THE STUDY

English student textbook for seventh grade Junior High School “Bright An English Course” which is published by Erlangga based curriculum 2013 was the subject of the study. This English textbook has twelve chapters. There are six chapters for first semester and six chapters for second semester and each chapter has own topic material.

The research study dealt with analysis the content of an English textbook, especially four skills in materials in materials, the data was qualitatively analyzed without any statistical calculation.

C. SOURCE OF DATA

Student English textbook for seventh grade of Junior High School entitled “Bright An English Course” which is published by Erlangga was the object of this study. There are four skills (Listening, Speaking, Writing, Reading) in this English textbook and the researcher focused with four skills and suitable balance between the skills based on Alan Cunningsworth criteria.

D. RESEARCH INSTRUMENT

There are some instrument to collect the data, according to Mirzaqon and Purwoko (2017) put forward the technique data collection in research bibliography can be documentation, i.e. searching for data about things or variables that in the form of notes, books, papers or articles, journals and so on. The research instrument used can be a checklist classification of research materials, schemes/writing map and note format study. The researcher used document and analysis content to collect the data, data collection in

the form of symbolic verbal, namely collecting manuscripts which have not been analyzed.

E. TECHNIQUE OF DATA COLLECTION

In this study, the researcher used some procedures to collect the data. First, the researcher determined the English textbook which would be analysed. Second, the researcher read and observed the skills of the material carefully. Third, the researcher did observation checklist based on Alan Cunningsworth criteria by using observation checklist for evaluation and selection.

F. DATA ANALYSIS

The process of data collection analysis, the researcher needs to make sure the finished and interpretation are accurate. Technique is needed to determine credibility or accuracy of data. The researcher used content analysis to collect the data, according Mirzaqon and Purwoko (2017) argue that the data analysis technique used in library research can used the content analysis method. According Fraenkel & Wallen (2007) stated that content analysis is a research tool that focused on the actual content and internal features of the media. This technique can be used by reseachers to examine

human behavior indirectly through their communication such as: textbook, essays, newspapers, novels, magazines articles, songs, advertising images and all types of communication that can be analyzed.