

## CHAPTER III

### RESEARCH METHOD

#### A. Research Design

The author uses a qualitative descriptive technique in this study. Qualitative research is a research intended to comprehend certain phenomenon which is happened on a research subjects (relate to their behavior, perception, motivation implementation, evaluation, ect) and holistically described by using and contextual language processed in a certain research method (Moleong, 2007,P.6). In addition, Qualitative research is described as an unfolding model that occurs in a natural setting that enables the researcher to develop a level of detail from high involvement in the actual experiences (Creswell, 2012,P.58). This study is called a qualitative because it concerned with qualitative phenomenon. The phenomena relating to or involving quality or kind. In addition, Bogdan and Taylor (as cited in Hidayati, 2015, p. 23) argue that a qualitative research is one of the research methodology which produce descriptive data in the form of speech or writing, and the behavior of those who observed.

While in general meaning, content analysis is the method used to conduct research by understanding the contents of a study. Qualitative content analysis is one of the several qualitative methods currently available for analyzing data and interpreting its meaning (Schreier, 2012).

Conceptually, this method is used to describe a result of a research. Then the results obtained are used to draw conclusions

In summary, a descriptive qualitative research is selected by the researcher because it compatible to material in the book which have basic principles in their selection. The results of this research were described descriptively. This study use observation and documentary approach to analyze the content of the textbook.

#### **B. Research Object**

The researcher subject was English textbook entitled “Practise Your English Competence”

#### **C. Data**

The data in this study will be each material in the English textbook, which are unit 1, unit 2, unit 3, unit 4, unit 5, unit 6, unit 7, and unit 8 that has been analyzed using expert’s criteria.

#### **D. Technique of Data Collection**

The way a researcher obtains data is an important aspect that cannot be left behind in the research itself. So that the way in which data is collected can affect the final results of the research. The researcher will be doing documentation. Fundamentally, the act of documentation consists of examining the sources already available without collecting data directly in the field. Data sources are obtained from available data collected from the book.

The data collection started by the researcher monitoring to the textbook to find various material in it. Material is then scoped and analyzed according to the need of the researcher.

#### **E. Analysis Technique**

The first step is begin with analyzing to select the data, then focus on the data obtained, specify to the group, then analyze to determine which category the content will be fit.

Huberman and Miles (1994) said that analyzing the data means do 3 things. The first one is data reduction. Continued to data display, and the last one is conclusion drawing.

Researcher inspected the book and selected the resource from it. After getting the data the researcher will select and gather information related to the material in the book specifically the content. The content will be analyzed to get deeper comprehension.