

CHAPTER III RESEARCH METHODOLOGY

This chapter presents a description of research methodology. It contains several parts. They are research method, research subject, instruments and data collection technique, research data validity, data analysis technique and research ethical considerations.

A. Research Method

This research was conducted using descriptive qualitative research with content analysis design. Qualitative descriptive research tried to describe any object, namely English textbooks. The descriptive method is a method used to explain, analyze and classify something through various techniques, survey, interview, questionnaires, observation, and text. Therefore, in this research, the descriptive qualitative was designed through content analysis because it was intended to analyze any material that had been provided or documented.

B. Research Subject

The subject of this a study is English Student Book "*Bahasa Inggris Think Globally Act Locally*" which published by *Kementerian Pendidikan dan Kebudayaan Republik Indonesia*. The book has 6 chapters for first semester and each chapter has own topic material. Then, the object of this study is the material relevancy on cognitive and psychomotor aspect based on the demand of 2013 Curriculum for the ninth grade of Junior High School. Since this study deals with analysis of the content of textbook especially the materials, the data is analyzed qualitatively, without any statistical calculation.

C. Source of Data

The purpose of this study is an English book for grade IX junior high school students entitled "Bahasa Inggris Thinking Globally Act Locally" published by the Ministry of Education and Culture of the Republic of Indonesia in 2013. The researcher of the book is a group of researcher from the Indonesian Ministry of Education and Culture (*Kemendikbud*). This book is based on the

2013 curriculum. Researcher only focus on one book, and all activities in the textbook are within the scope of the first semester and second semester.

D. Instruments and Data Collection Technique

In collecting the research data, the documentation technique was applied. The data were collected by doing the following steps:

1. Reading the contents of the textbook.
2. Identifying the contents of the textbook.
3. Classifying the contents of the textbook based on feasibility indicators so that they were easy to analyze.

E. Data Analysis Technique

After collecting the data, the researcher analyzed qualitatively by referring to Sugiono's model.¹ He explained that there were three activities to analyze data in descriptive qualitative research, namely: (1) data reduction, (2) data display, and (3) conclusion drawing. Each activity was elaborated below.

1. Data Reduction

Data reduction means the process of selecting, identifying, classifying and coding the data that were considered important. The researcher, then, reduced the data in this research by applying those all processes.

2. Data Display

Data Display refers to the process of simplifying the data in the form of sentence, narrative, or table. By which, the data that have been reduced in form of pattern were shown. It benefits to help the researcher in understanding data. In this research, the researcher used table in displaying the data in order to be easier to understand.

3. Data Conclusion

In qualitative research, the characteristic of conclusion was temporary. It changed if the researcher did not discover strong evidence to support the next collecting data. However, the conclusion was credible if the conclusion in the previous data were proven through validity and consistency indicators

¹ Ayu Lestari, *Content Feasibility in English Textbook for Senior High School Grade XI*, (Medan: University of Muhammadiyah Sumatra Utara Medan, 2020), p. 22

when the researcher was going back to the field. Therefore, in this research, after displaying the data, the researcher tried to conclude credibly by providing the trustworthiness of the study.

