

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

Research method is the significant aspect in conducting a research. It includes research design, subject of the study, data collection technique and data analysis.

#### **A. Research Design**

In this study, the writer used descriptive research, based on the problems of study. Descriptive research is designed to obtain information concerning in the current status of phenomena<sup>56</sup>. The steps in descriptive research, as mentioned below: <sup>57</sup>

1. Statement of problem
2. Identification of information needed to solve the problem
3. Selection instruments for gathering data
4. Sample selection
5. Design procedure for data collection
6. Collection of data
7. Analysis of data
8. Preparation of the report

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<sup>56</sup> Donald Ary, Lucy Cheser and Ashgar Ravazieh, Introduction to Research in Education Fourth edition(1990, Hancourt Brace College Publisher, USA), p. 381

<sup>57</sup> Ibid p. 382

Statement of problem and identification of study had explained before. To gain the data, researcher used two kinds of data are the descriptive data and quantitative data. Descriptive data contains of observation is how advertisement slides applying and interview for teacher about choosing media. And quantitative data is the result of student's responses to advertisement slide. The researcher observed the using advertisement slide (PowerPoint) as media for teaching writing monologue text, to find out students' responses when this media are implemented for three meetings.

#### **B. Subject of study**

The subjects of this research are the teachers who teach English and students of eight grades. The researcher chooses two classes, C class and D class. The researcher takes only forty five (45) students as the subject. The researcher chooses C and D classes because students of those classes which has better in writing and more active.

### **C. Data collection**

The source of data is the subject where the data is gained.<sup>58</sup> It contains of qualitative data and quantitative data. Qualitative data of this study is observation, interview, questionnaire and documentation. Quantitative data is the percentage of student's questionnaire.

#### **a. Observation**

Observation is in this research, is use to know teaching learning process in classroom, the implementation of advertisement slides as media in teaching writing monologue text with non participant. The researcher observes how teacher do in writing process, writing strategies and post-writing strategies. The researcher use observation checklist as the instrument of the observation. (See appendix 1)

#### **b. Interview**

Interview is conversation with specific purpose. The conversation consists of two people, interviewer (The people who interviews the target) and interviewee (The people or target who gives information)<sup>59</sup>. The interview use to get the data from the English teacher about the advantages of advertisement slides in teaching writing monologue text. (See appendix 2)

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<sup>58</sup> Suharsimi Arikunto :*Prosedur Penelitian, Suatu Pendekatan Praktik* (2006, Rineka Cipta, Jakarta), p. 129

<sup>59</sup> Ibid. 155

c. **Questionnaire**

It is use to know students' responses when advertisement slides implemented. The number of questions in multiple choices form is to make them easy to answer. The questionnaire divided into five questions for English teaching and five questions for using advertisement slide in teaching writing monologue text. Questionnaire is use to answer the third question of problems. The use of questionnaire more economical of time, to interview many people for only ten minutes will gets all the data.<sup>60</sup>

d. **Documentation**

Documentation is a set of writing data. Documentation in research writing forms or symbols forms. Documentation data in research such us school profile, related material, students' point and lesson plan.

**D. Instruments**

During research process, the researcher use instrument to easier gained data. Instrument is tool or facility which use of researcher to collect the data in order to easier, better, accurate, and complete on final result.<sup>61</sup> The instrument using in this

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<sup>60</sup> Michael J. Wallace: *Action Research for Language Teachers* (1998, Cambridge University Press, New York), p.130

<sup>61</sup> Suharsimi Arikunto: *Prosedur Penelitian Suatu Pendekatan Praktis* (2006, Rineka Cipta, Jakarta), p. 136















### E. Data analysis

Data analysis is the point where statements about what the researcher show are produced. After collected the data from the three meetings, the researcher classified after analyze the data based on the statement of the problem. Then researcher analyzed the tentative conclusion.

There are two techniques data used in this research, qualitative and quantitative data. The first is qualitative data, contains of observation and interview. The data had been collected by researcher herself as the important key. The second is quantitative data, using questionnaire to know the students respond toward advertisement slide in teaching writing monologue text. In this case researcher used formula: <sup>63</sup>

$$P(\text{Percentage}) = \frac{F (\text{Sum of frequency A point})}{N (\text{Total of respondent})} \times 100\%$$

After know the result then categorize with measuring standard as mentioned below: <sup>64</sup>

76% - 100%	= Including Good
56% - 75%	= Including Enough
40% - 55%	= Including Less Good
Less Than 40%	= Including Not Good

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<sup>63</sup> Ibid p. 147

<sup>64</sup> Suharsimi Arikunto: *Dasar dan Teknik Penelitian* (Jakarta, 1983, Bina Aksara), p. 131