

CHAPTER III

RESEARCH METHODOLOGY

In this chapter, the researcher discusses the research method used in the research. The research method aims to provide direction on how the research is conducted. Research methods are used so that researchers can complete research easily. This chapter covers the type of research method, data sources, research data technique, research instrument, and technique data analysis.

A. Research Method

In this study, researchers used descriptive qualitative methods with content analysis, which is research that describes or explains a phenomenon using scientific procedures to answer problem formulations. Therefore, this research uses descriptive qualitative research. This study is conducted by collecting data and sources of information from representations, texts, similar previous studies, journals, or related books as the main source of research. This research uses a qualitative approach. This approach is based on the references used and this research uses literature analysis. The qualitative research method is more commonly used by humanities, social and religious academics.

¹ As explained by Ary et al, Descriptive data is conveyed in the form of descriptive words from pictures in textbooks, command words and others. In addition, content analysis is a qualitative research analysis that focuses on the interpretation of material where the material comes from textbooks, previous research or others. ²

B. Data Sources

The data used in this study are moral values contained in English textbooks taken from high school English textbooks published by Kemdikbudristek. The textbook is Work in Progress for grade X high school. The textbook is written by

¹ Wahyudin Darmalaksana, *Metode Penelitian Kualitatif Studi Pustaka dan Studi Lapangan* (UIN Sunan Gunung Djati, Bandung), 2020, Page 2

² Tia Widari, *Moral Values Representation in ELT Textbook: A Comparison of Locally and Internationally Published Textbook*, (Faculty of Teacher Training and Education Universitas Muhammadiyah Sumatera Utara), 2022, Page 23

Budi Hermawan, Dwi Haryanti, and Nining Suryaningsih and published in the revised edition in 2022.

C. Research Data Collection Technique

Data collection techniques were carried out by researchers by collecting data from English textbooks *Work in Progress* by reading chapters in the textbook, understanding content related to moral values, and analyzing moral values from the textbook. In addition, data was also obtained by reading and analyzing textbooks.

D. Research Instrument

This research is qualitative research, therefore the instrument used is the researcher himself. In other words, the researcher is the key instrument. In qualitative research, the main instrument is the researcher himself and the textbook that being analyzed, but then after the focus of the research becomes clear, it will be developed into a simple instrument that can complement the data.

E. Technique Data Analysis

According to Sugiyono, data analysis is the process of searching for data and compiling it systematically from data obtained from analysis, so that it can be easily understood. In qualitative research, data is obtained from various sources using various data collection techniques and is carried out continuously until the data is valid.³ The object of this analysis consists of several texts, images, symbols, and written visuals to convey meaningful messages to readers. The researcher starts from the problem formulation stage, creating a theoretical framework, followed by the process of determining data collection methods. The method in this study is intended to analyze literature data descriptive so that it can be describe the understanding of moral values in the textbook analysis *Work in Progress*. The researcher use data analysis techniques is

³ Sugiyono, *Metode Penelitian Kuantitatif Kualitatif*, (Bandung: Alfabeta, 2021), Page 318-319

observed and learned the picture, illustration and text in each chapter in textbook Work in Progress.

