

CHAPTER III

RESEARCH METHODOLOGY

A. Research Method

This research uses qualitative research, which is a data retrieval procedure that produces descriptive data in the form of written words from certain phenomena and behaviors. A research approach, directed at the background and the individual is naturally and holistically (whole) so as not to 'isolate' the individual or organization into a variable/hypothesis.¹ According to Tohirin, qualitative research is "research that seeks to build the views of the person who are studied in detail and formed with words, holistic (thorough and in-depth) and complicated picture".² which is using the data from the subject of research. The researcher choose qualitative research because the researcher describes of the data and tries to examine how teachers directly implements cultural awareness into their teaching and what are the challenges faced by the teachers in integrating cultural awareness in English classes.

B. Research Setting and Research Subject

The setting of this research is MA NU AL Hidayah which is located on Getassrabi Street, Gebog Kudus. The researcher conducted research at this location because previously researcher had understood the problems and characteristics that occurred. This is because the location where the researcher was studied. And the reason researcher conducted research there was because there were problems in implementing cultural values to raise cultural awareness carried out by English teachers in language learning. The research time was carried out on May 20, 2023 to June 20, 2023. The researcher selected English teachers Mr.WPH and

¹ David Hizkia Tobing, et al., *Bahan Ajar Metode Penelitian Kualitatif* (Universitas Udayana, 2016), 8.

² Tohirin, *Metode Penelitian Kualitatif dalam Bimbingan dan Konseling* (Jakarta, Indonesia : Raja Grafindo Persada, 2013).

also Mrs.NS, the teachers who taught English who applied the process of integrating cultural awareness in teaching. And this study used a sample of 2 classes, 10th and 11th grade students as respondents when English was taught. The researcher chose this class because of the recommendation of the teacher. In addition, the researcher needed data not only from teachers but also from students to prove the quality of the classroom and students' perspectives on the implementation and challenges teachers face regarding integrating cultural awareness in language teaching classes.

C. Source of Data

The type of research data used is qualitative data. According to Emzir, qualitative data is a type of data whose collection is taken in the form of words or images rather than using numbers.³ The data to be discussed consists of interview transcripts, photography, videos, field notes, and others. One of the data sources used by researcher is interview techniques where researcher collect information data from answers that have been made by researcher and these questions can be written or oral. Data sources are the main source of the research process. The data sources of the research are as follows:

1. Primary Data Sources

Primary data sources are obtained by researcher through the main research object or research informant who is used as the perpetrator or who is the object that provides the most information about the research to be studied and which is collected as the first data source or primary data source. In this case, the main research informants are parties related to MA NU Al-Hidayah. They are:

- a. Both English subject teachers. Information to be obtained regarding how to implement cultural content in the classroom teaching process and the condition of students during the classroom learning process.

³ Emzir, "*Metodologi Penelitian Kualitatif Anaisis Data*", (Jakarta: PT. Rajagrafindo Persada), 2011.

b. Students. Information to be obtained regarding the extent to which students understand classroom learning during the teaching and learning process.

2. Secondary Data Sources

Researcher obtained secondary data sources from brochures, literature, books, and articles relevant to the object of research. In addition, secondary data is supporting data to strengthen the results of primary data.

D. Instrument and Data Collection Technique

Data collection techniques are very important in a study, especially qualitative research because these data collection technique are used as the for developing research instruments. To obtain research data, the data collection techniques used by the researcher are as follows:

1. Observation

The initial step in this research data collection that was carried out by researcher, namely observation technique. According to Arikunto, observation is collecting data or information that must be carried out by making observation efforts directly to the place to be investigated.⁴ Observation aims to describe the background studied, the activities that take place, the people involved in these activities, and the meaning of an event that can be seen from the point of view of the people involved in an observed event. In this research, the observations is observed how the teacher implemented cultural content to build cultural awareness of teachers and students. The purpose of the observation is to find out how a teacher implements cultural content in the language classroom and the challenges faced in classroom activities. Where the researcher is in the process of teaching actions, but the researcher does not interact and participate, but only observed in the research process. And

⁴ Suharsimi Arikunto, *Prosedur Penelitian*. (Jakarta: Rineka Cipta), 2011, 124.

the data that will be obtained from the observation process are:

- a. Research setting
- b. The situation and condition of the class. The process of how teachers implement cultural materials in English teaching and the challenges faced in the process of implementing them.

2. Interviews

The second step in this study is to collect data that was carried out by researcher, namely interview technique. According to Yesicha Audina, an interview is a purposeful conversation. The interview was conducted by two people:

- a. The interviewer (who gives the question).
- b. The interviewee (who answered the question).⁵

Interviews are systematic way of obtaining information in the form of oral statements about an object or event in the past, present and future. The researcher wants to know how the English teaching and learning process in the classroom, about the implementation and challenges faced by the teachers in integrating cultural awareness in the English teaching process. In this study, the researcher will conduct interviews with 2 teachers namely Mr.WPH and Mrs.NS as English teachers at MA NU Al-Hidayah, and also with 4 students including 2 students from class 10, and 2 students from class 11. The interviews process using Indonesian language so that students are more free in expressing their opinions, and the results are more natural.

3. Documentation

The third step in this study is data collection carried out by the researcher, namely documentation technique. According to the Indonesian Great Dictionary (KBBI), Documentation is the collection, selection,

⁵ Yesicha Audina, Nibenia Zega, Asima Simarmata, Kiki Velina Situmeang, Sri Nina Tarigan, "An Analysis of Teacher's Strategies in Teaching Reading Comprehension", *Jurnal Pendidikan*, Vol. 11, No. 1, 2020

processing, and storage of information in areas of knowledge or giving collecting evidence and captions (images, citations, newspaper cutouts, and other reference materials).⁶ The purpose of documentation activities is to obtain information and information on knowledge and evidence. The documentation of this research is kinds of the picture that proves the research such as interview form, participant's picture, material, schedule, learning process, and other documents that can use for the data.

In support of this research, researcher do also document review. The researcher in this study will use various documents in the collection of data. Some of them are lesson plans, material from the textbook will be used to get some of important data in the research and to support the theories used in the research. And the researcher will be taking pictures as the evidence of the process of learning in this study.

E. Research Data Validity

This data validity is based on the certain whether the research is accurate from the researcher, participants, and reader's point of view.⁷

1. Triangulation technique

Triangulation is creativity testing or checking data from various sources. The following are some of the used by researcher to test the validity of the data :

a. Source Triangulation

The researcher checks the data obtained from multiple sources to verify the credibility of the data.

⁶ [KBBI Online - Kamus Besar Bahasa Indonesia \(KBBI\) Online \(typoonline.com\)](http://KBBI Online - Kamus Besar Bahasa Indonesia (KBBI) Online (typoonline.com)) accessed on 13 April 2023.

⁷ Umar Sidiq M.Ag & Dr. Moh. Miftachul Choiri MA. “*Metode Penelitian Kualitatif di Bidang Pendidikan*” ed Dr. Anwar Mujahidin M.Ag.(Ponorogo: CV.Nata Karya, 2019). Url: Dr. M Sobry Sutikno dan Prosmala Hadi Saputra M.Pd.I. “*Penelitian Kualitatif*” (Lombok: Holistika, 2020), Doi:https://www.researchgate.net/publication/353587963_PENELITIAN_KUALI_TATIF.

b. Triangulation Techniques

Checking the same source data, but using different techniques, to test the credibility of the data.

c. Triangulation Of Time

Check the reliability of the data by replicating the data from interviews, observation, or other methods at a different time or in a different situation.

2. Member Check

Member checking is the procedure of verifying the data that the researcher has obtained from the data provider, with the goal of finding out the extent to which the data obtained by the researcher is consistent with what was communicated by the data provider. Thus, the data is valid and therefore more credible or trustworthy if it has been agreed upon by the informant or data giver.

F. Data Analysis Technique

After conducting observations and interviews, the researcher will analyze the data based on the observation records and interview guides that have been prepared. All the data that the researcher has collected will be analyzed and divided in several steps. According to Miles and Huberman, there are 3 techniques for analyzing data such as:

1. Data Reduction

In this step, the data obtained by researcher during the research process in the field has a large amount, so researcher need to record carefully and in detail. Data reduction is an activity of summarizing, selecting the main things, looking for themes and patterns, and focusing on important things. The data that has been reduced provides a detailed and clear picture so that it makes it easier for researcher to carry out further data collection. Therefore, at this stage the researcher focuses on how the conditions of students in grades 10 and 11 of MA NU Al-Hidayah during the teaching process, how English teachers implement cultural content to raise cultural awareness in students.

2. Data Display

The next step after the data is reduced is the presentation of the data. Data is presented in the form of descriptive statistics in qualitative research. Data descriptions are harmonized in a collection of data results and organized in a related format. Thus, it will be easy to understand and plan further research. Through this process, researchers will be able to find data that is clearer and more informative. Data presentation is an organized activity, which is compacted by assembling information that makes it possible to describe conclusions and actions. Researcher can also understand the social situation that is happening in their research. After data reduction, researcher separate and categorize data according to the topic.

3. Conclusion Drawing

In the final study step, the researcher identifies the findings from the interviews that have been collected and analyzed. Initial conclusions will be changed if there is no valid evidence for further data collection. If valid and coherent data already exist, researcher return to the field and collect data, then the conclusions made are credible conclusions. After presenting the data, the researcher communicates with the teacher about the data that has been obtained and describes the results of the data.

G. Research Ethical Considerations

This research aims to find out how teachers apply cultural awareness to the learning process in language classes. Regarding the objectives of the project, teachers will be interviewed about how the processes taught and implemented to build cultural awareness in their teaching. The teachers have been chosen selected based on their experience in implementing ways of integrating cultural awareness into classroom learning.

The readers will have the opportunity to be involved in this research project and understand how the process of

implementing cultural awareness is taught in English classes at MA NU AL-Hidayah. The data provided by the researcher can be used on other occasions in the educational environment.

