

CHAPTER III RESEARCH METHOD

There are eighth major sections in this chapter, namely research methods, research settings, research subjects, data sources, data collection instruments and techniques, validity of research data, data analysis techniques, research ethical consideration.

A. Research Method

This thesis uses a field research method, which is an approach where the researcher is actively involved in collecting material directly from the field to obtain information that is close to the truth.¹ Data was obtained through a qualitative approach, which means it does not involve calculations or statistical analysis.² This research aims to describe everything aspects related to the overall learning process at MTs NU Nurul Huda Kudus.

This research is a type of research that describes objects directly according to existing conditions.³ The main focus is to describe all aspects of the learning process, especially in the use of the window shopping learning model on the reading comprehension of grade 9 students at MTs NU Nurul Huda Kudus. The main objective of this research is to collect in-depth data by conducting direct investigations in the field. The scope of the research includes the application of the Window Shopping Learning Model carried out by English teachers during the learning process, problems that arise related to the Window Shopping Learning Model, and solutions to overcome these problems. Through this research, researchers attempt to obtain primary data that is in accordance with the research questions asked. Accurate data is expected to be obtained by analyzing phenomena, events or occurrences within the framework of this qualitative research.

B. Setting Of The Research

The place that is the focus of the research is called the research location, and in this case, the researcher chose MTs NU Nurul Huda Kudus as the research location. This decision was based on the fact that MTs NU Nurul Huda had implemented the window shopping learning model on student's reading comprehension in Narrative Text Material. The researchers indicated that consideration of resource

¹ Wiranto Surahman, *Skripsi Resetasi* (Bandung: Renika Cipta, 1987).

² Hanafi Nawawi, *Metode Penelitian Bidang Sosial* (Yogyakarta: Gadjah Mada University Press, 2000).

³ Sugiyono, *Memahami Penelitian Kualitatif* (Bandung: CV Alfabeta, 2004).

accessibility, including time and distance, was also an important factor. It is hoped that this location selection will make research easier for researchers.

C. Research Participants/Subject

Meleong defines research subjects as informants, which refers to individuals who are involved in research and can provide information regarding the context or circumstances that form the background of the research. The parties who are research subjects are integral elements that cannot be separated from the research process itself.⁴ Based on Ari Kamayanti, there are 5 criteria appropriate research informants serve as the participant in the research, such as relevance, recommendation, rapport, readiness, and reassurance.⁵

The informants in this research were:

1. The headmaster of MTs NU Nurul Huda Kudus is the person who manages, implements and assesses learning outcomes at MTs NU Nurul Huda Kudus.
2. English teacher who helps students apply the window shopping learning model to reading comprehension in grade 9.
3. Students act as a benchmark for implementing the window shopping learning model in MTs NU Nurul Huda Kudus and make teachers their role models.

D. Data Source

The subject or element that is the focus of data collection in research is called the data source. By referring to the type of data collected, the data sources for this research can be classified into two groups, namely primary and secondary data sources.⁶

1. Data Primary

Primary data sources are sources that provide direct access to data collectors.⁷ This data source is defined as data obtained directly from individuals or organizations that have authority and

⁴ Sugiyono, *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, Dan R & D* (Bandung: CV Alfabeta, 2010).

⁵ Kamayanti, Ari. “*Metodologi Konstruktif Riset Akuntansi: Membumikan Religiositas*”, Yayasan Rumah Peneleh. ISBN 978-602-74197-7-3, 2017

⁶ Lexy J. Moeleong, *Metodologi Penelitian Kualitatif* (Bandung: Remaja Rosdakarya, 2006).

⁷ Sugiyono, *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, Dan R&D)* (Bandung: Alfabeta, 2017).

responsibility for collecting or storing documents. Currently, the approach commonly used to obtain primary data is through interviews with the parties concerned, which are often conducted by face to face. The principal of MTs NU Nurul Huda, English teachers, and students of MTs NU Nurul Huda Kudus were identified as the main sources of data for this research. Apart from that, observations made during the learning process can also be used as support for primary data.

The head of MTs NU Nurul Huda, English teachers, and students of MTs NU Nurul Huda Kudus were the focus of the researcher's direct observations and interviews. In this interaction, they were asked to provide information related to the application of the window shopping learning model to students' reading comprehension in the narrative text material.

2. Data Secondary

In this research concept, secondary data is interpreted as an additional source of information that complements primary data. Secondary data can be obtained from various literary sources, such as books, papers, the internet, and other information relevant to the research topic. Apart from that, secondary data also includes information contained in Student Worksheets produced through educational media Sources of information, notes and secondary data applied in this research came from MTs NU Nurul Huda Kudus.

E. Instrument And Data Collection Technique

Researchers utilize data collection techniques to collect the desired information, including data originating from literature reviews and empirical data. In the context of this qualitative descriptive research, researchers try to investigate documents or files that are relevant to the research focus. As the main guide in conducting this field investigation, the researcher used the following instruments and data collection techniques:

1. Observation

The observation method involves collecting data when researchers and informants interact in a research environment. When collecting data, researchers need to detail the history and characteristics of research subjects to understand the context. With this understanding, researchers can ask appropriate questions and choose appropriate methods when interacting with

informants.⁸ According to Sugiyono's classification, observations can be divided into three types: participant, overt or covert, and unstructured.

- a) In participant observation, researchers are actively involved in the daily lives of research subjects or become part of the research data source.
- b) Overt or covert, Researchers who collect data tell data sources about the research they are conducting, either through overt or covert observations. In this way, research subjects are provided with information about each stage of the research process.
- c) Unstructured observation does not involve systematic planning regarding the subject matter. Researchers do this because they lack confidence in the specific things they will observe.⁹

This research applies the participant observation method, where the researcher participates in activities planned by the research subject. This strategy is used to directly observe and document the implementation of English learning activities, especially the application of the window shopping learning model on students' reading comprehension in narrative text material. Researchers also adopt overt or covert observation, so that the observed subjects are aware of their presence and involvement researcher. At this stage, the researcher focused observations on the steps in using window shopping learning model in narrative text from the beginning of learning to the end of the session. Apart from that, this observation also aims to identify problems that arise during implementation and record solutions provided by English teachers to overcome obstacles that arise during the implementation process.

2. Interview method

A researcher and his informants engage in a casual social gathering, known as an interview. Structured, semi-structured, and unstructured interviews are generally three forms of qualitative research or other interview methods.

- a) If the researcher or person collecting data already knows the information they want to obtain, they use structured

⁸ Masrukhin, *Metodologi Penelitian Kualitatif* (Kudus: Media Ilmu Press, 2017).

⁹ Sugiyono, *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, Dan R&D)* (Bandung: Alfabeta, 2017).

interviews as a strategy for collecting data.

- b) Semi structured interviews, semi-structured interviews fall into the in-depth interview category and are easier to implement. When conducting interviews, researchers must pay close attention and record the information conveyed by the informant.
- c) An unstructured interview is a type of interview that is not bound by predetermined interview questions. Details of interview issues can be found in this guidebook.¹⁰

Researchers used interview techniques semi structured in this research, utilizing equipment such as tape recorders and other materials to make the interview easier, in addition to bringing an instrument as a discussion guide.¹¹ The interview method was adopted to gain further understanding about the implementation of the window shopping learning model on the reading comprehension of ninth grade students at MTs NU Nurul Huda Kudus and also problems that arise during implementation and record solutions provided by English teachers to overcome obstacles that arise during the implementation process. In this research, interview participants involved English teachers, MTs NU Nurul Huda Kudus students, and the school principal.

3. Documentations

Documentation is a data collection method that includes notes, transcripts, books, photos, and so on, which are not directly aimed at research subjects but involve the use of documents.¹² Documents are written records compiled by individuals or institutions as a reference to verify an event, and are a source of data, evidence, and information that is difficult to obtain or rare, providing an opportunity to gain a deeper understanding.¹³ In this research, researchers use documentation techniques to access data related to school organizational structure, student information, teacher and employee data, teaching schedules, student assignment archives, as well as facilities and infrastructure and other information at MTs NU

¹⁰ Sugiyono, *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, Dan R & D* (Bandung: Alfabeta, 2017).

¹¹ Sugiyono, *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, Dan R&D)* (Bandung: Alfabeta, 2017).

¹² Sugiyono, *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, Dan R & D*, 2017.

¹³ Puhuh Fathurahman, *Metode Penelitian Pendidikan* (Bandung: CV Pustaka Setia, 2011).

Nurul Huda Kudus. This data complements information that cannot be obtained through observation and interviews.

F. Research Data Validity

In qualitative research, validity testing is carried out through efforts to expand observations, increase research persistence, and apply triangulation and references. If there is no difference between what the researcher describes and what happened to the item under study, the findings or data from qualitative research can be considered authentic. Individualism always experiences variations from one individual to another, and from one researcher to another, which is reflected in each research report.

Each researcher presents the report with their own style and point of view. Data sets contain characteristics that depend on the degree of accuracy or inaccuracy in the reports presented. Therefore, it is necessary to evaluate the validity of the data, including a credibility test, to assess the credibility of the data in this research. Based on Crashwall in the book of sugiono, Data triangulation testing is the next step after identifying the possibility of testing the data. Observations and interviews should be reliable.¹⁴

This research applies triangulation techniques, a method that involves comparing data from different sources, using different approaches, and at different times. After researchers collect data and interview results, the information will be organized systematically. In this research, there are two types of triangulation used by researchers, namely:

1. The application of technical triangulation is the use of several data collection methods simultaneously. In this research, researchers continue to collect information through observation, interviews and documentation.¹⁵
2. Source triangulation, or evaluating the validity of data, involves comparing information obtained from various sources.¹⁶ To carry it out, researchers verify information or data obtained from interviews with one informant by asking for confirmation from other informants who have similar relationships or knowledge.

¹⁴ Sugiyono, *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, Dan R&D)* (Bandung: Alfabeta, 2017).

¹⁵ Sugiyono, *Metode Penelitian Pendidikan*.

¹⁶ Sugiyono, *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, Dan R&D)* (Bandung: Alfabeta, 2017).

G. Data Analysis Technique

Data analysis can be carried out before entering the field, during presence in the field, and after completing field exploration. However, in the context of qualitative research, the emphasis of data analysis is more focused on the field stage and data collection.¹⁷ Based on miles and huberman in the book of sugiono, researchers will adopt the following methods to understand the problems faced:

1. Data Collection

When collecting large amounts of data from the field, it is important to record them carefully and in detail.¹⁸ Researchers collect information through face-to-face interviews with participants, by recording audio data and then transcribing it. After the data collection process is complete, researchers can proceed to the next stage of data analysis.

2. Data Reduction

In the Data Reduction stage, researchers summarize, select key points, and identify significant elements from the collected data to explore themes and patterns, and eliminate irrelevant information. Therefore, reduced data provides a sharper understanding and makes it easier for researchers to collect additional information if needed.

3. Data Display

The next step is to present the data after going through the reduction process. Researchers present the results of data reduction in the form of tables, graphs, pie charts, pictograms and other visual formats. Displaying data in this format makes it easier to understand the situation and plan next steps.

4. Conclusion Drawing

The final stage in data analysis involves drawing conclusions and verifying. In the context of qualitative research, conclusions refer to new understanding that has never emerged before, in the form of a picture that was still vague before the research began, a cause-and-effect relationship, hypothesis, or theory.¹⁹

¹⁷ Sugiyono, *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, Dan R&D)* (Bandung: Alfabeta, 2017).

¹⁸ Sugiyono, *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, Dan R&D)* (Bandung: Alfabeta, 2017).

¹⁹ Sugiyono, *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, Dan R & D* (Bandung: Alfabeta, 2017).

H. Research Ethical Consideration

This section outlines the steps taken to ensure research ethics and reflects the impact of the research on participants. This section includes an explanatory statement regarding the research as well as a consent form.

