CHAPTER III
RESEARCH METHODOLOGY

A. Research Method

This research uses a qualitative approach with descriptive content analysis as the research design to analyze the readability level of reading texts in Bahasa Inggris textbook 2018 edition for the 10th grade of Senior High School published by the Ministry of Education and Culture. Descriptive content analysis is an approach for summarizing the specifics of a message or text. The goal of content analysis is to describe and explain some aspect of a text. As a result, content analysis is a research approach for looking for a specific characteristic in textual or visual data. Textbooks, newspapers, and other sources of information can be used. The readability analysis technique uses a mathematical pattern to determine the readability level.

B. Object of the Research

In this research, the data is reading text taken from an English textbook used by the 10th grade of Senior High School. The title is "Bahasa Inggris SMA/MA/SMK/MK Kelas X" It is published by the Ministry of Education and Culture, arranged by Utami Widiati, Zuliati Rohmah, and Furaidah. It is published in 2018 which has ISBN 978-602-427-106-0. This textbook consists of 15 chapters and the textbook is based on the 2013 Curriculum.

C. Data Source

The data source according to Arikunto is the subject that provides information which the data can be found.[1] The data of this research relate to reading text in the English textbook grade X by the Ministry of Education and Culture, especially focus on the readability level of the reading text. The data sources are as follows:

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[1] Arikunto Suharsimi, *Prosedur Penelitian: Suatu Pendekatan Praktik* (Jakarta: Rineka Cipta, 2006), 129.

1. Primary Data Source

   Primary data sources are data sources that provide information to researcher directly.[2] In this research the English textbook "Bahasa Inggris SMA/MA/SMK/MK Kelas X" as a primary data source. It is by the Ministry of Education and Culture, arranged by Utami Widiati, Zuliati Rohmah, and Furaidah. It is published in 2018 which has ISBN 978-602-427-106-0. This textbook consists of 15 chapters and the textbook is based on the 2013 Curriculum.

2. Secondary Data Source

   Secondary data source is the source that provides indirect information as data.[3] The secondary data used by research er to support the theories of this study. It takes from books and journals. For readability theory the researcher uses books by William H. DuBay "The Principles of Readability" and "Smart Language: Readers, Readability, and the Grading of Text" as the main secondary books. And the researcher also takes from journal articles by Dahlia Janan and David Wray by the title "Readability: The Limitation of An Approach through Formula" Journal of Education British Educational Research Association Annual Conference University of Manchester 2012 as the main secondary source. The secondary data are used to support and to make convince the research.

D. Instrument and Data Collection Technique

The research instrument is a set of tools used by the researcher to obtain relevant data by examining or observing a certain thing. The Flesch Reading Ease Formula and the Flesch Kincaid Grade Level Formula were utilized in this study. Both Flesch Readability Formulas are used by the researcher because they are often used, simple, and have an easy step or direction to examine.

To collect data, at first, the researcher chooses the reading texts from the Bahasa Inggris textbook for the 10th

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[2] Sugiyono, *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D* (Bandung: ALFABETA, 2010), 308.

[3] Sugiyono, Metode Penelitian Pendidikan……………. 309.

grade of Senior High School published by the Ministry of Education and Culture. After that, the researcher counts the readability formula of the texts by using Flesch Reading Ease Formula and Flesch Kincaid Grade Level.

E. Data Analysis Technique

Data analysis is the process of organizing, selecting and classifying data, finding patterns and making general findings.[4] To analyze the data she uses content analysis method. According to Miles,[5] there would be some steps used by the researcher:

1. The researcher selects the textbook that will be the subject of this study and extracts the reading texts from it.
2. Each text is counted for the number of phrases, words, and syllables.
3. The researcher keeps searching for each text's Average Sentence Length (ASL) and Average Number of Syllables per Word (ASW).
4. Using the formula, the researcher attempted to calculate the readability score after determining the ASL and ASW.
5. The researcher describes and provides additional insights about readability and deciding the grade of each reading text by comparing the score result.

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[4] Lexy J. Moleong, *Metodologi Penelitian Kualitatif* (Bandung: PT Remaja Rosdakarya, 2017), 248.

[5] Matthew B. Miles, A. Michael Huberman, and Johnny Saldana, *Qualitative Data Analysis: a Methods Sourcebook* (London: Sage Publication, 2012), 32-33.