

## CHAPTER III RESEARCH METHODOLOGY

### A. Research Method

This is descriptive qualitative research. Qualitative research methods are called new methods due to their recent popularity.<sup>1</sup> It is called a post-positivist approach because it is based on a post-positivist philosophy.<sup>2</sup> This method is often referred to as an explanatory method because research data refers to the interpretation of data found in the field. In addition, qualitative research is also called a naturalistic method because the research is carried out naturally, so it is also called an ethnographic method because the method was originally used for research in the field of anthropology.<sup>3</sup>

The method used in this research is a descriptive method, which is writing that tells about solving existing problems through the data that has been collected. The descriptive method is a method of examining the status of a human group, an object, a set of conditions, a system of thought, or a class of events in the present.<sup>4</sup>

The analysis is an investigating event (essay, deed, etc.) to find out the true situation (causes, problems, and so on) or solving a problem starting with an assumption of its truth.<sup>5</sup> While, content analysis has its approach to analyzing data that stems largely from how the object of analysis, content, is conceived. Content analysis is a research technique that can replicate and effectively infer from text or other meaningful things to its context of use.<sup>6</sup> As a technique, content analysis involves a specialized

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<sup>1</sup>Sugiyono, *Metode Penelitian Pendidikan*, (Bandung: Alfabeta, 2015), 13.

<sup>2</sup>Sugiyono, *Metode Penelitian Pendidikan*, (Bandung: Alfabeta, 2015), 14.

<sup>3</sup>Sugiyono, *Metode Penelitian Pendidikan*, (Bandung: Alfabeta, 2015), 14-15.

<sup>4</sup> M. Nazir, *Metode Penelitian Cetak Kelima*, (Jakarta: Ghalia Indonesia, 2003), 4.

<sup>5</sup> KBBI, "Analisis". Accessed on January 29, 2021, <https://kbbi.web.id/analisis>

<sup>6</sup> Klaus Krippendorff, *Content Analysis: An Introduction to Its Methodology* "Second Edition", (USA: University of Pennsylvania, 2004), 18.

process. It is learnable and can be separated from the personal authority of the researcher. As a research technique, content analysis can provide new insights, increase understanding, researchers' understanding of specific phenomena, or provide information for actual actions. Content analysis is a scientific tool.<sup>7</sup>

Content analysis is a method used to analyze and tabulate the frequency of occurrences of topics, ideas, opinions, and other aspects of written and oral communication content. For example, content analysis can be used to determine how often men, women, adults, children, Caucasians, non-Caucasians, etc. are mentioned in a series of language textbooks, discover whether there are any specific attitudes or unintentionally conveying themes in the material.<sup>8</sup>

## B. Data Sources

Data sources are anything that can provide information about data.<sup>9</sup> Based on the source, the data is divided into two, namely primary data and secondary data.

1. Primary data is data created by researchers for the specific purpose of solving the problems that are being handled. The data were collected by the researcher directly from the first source or the place where the research object was carried out.<sup>10</sup> The primary data in this research is the textbook "Bahasa Inggris 2017".
2. Secondary data is data that has been collected for purposes other than solving the problem at hand. This data can be found quickly. In this study, the secondary data sources are literature, articles, journals, and sites

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<sup>7</sup> Klaus Krippendorff, Content Analysis: An Introduction to Its Methodology "Second Edition", (USA: University of Pennsylvania, 2004), 18.

<sup>8</sup> Jack C. Richard and Richard Schmidt, Longman Dictionary of Language ..., 124

<sup>9</sup> Sugiyono, Metode Penelitian Kualitatif, Kuantitatif dan R&D, (Bandung: Alfabeta, 2009), 137.

<sup>10</sup> Sugiyono, Metode Penelitian Kualitatif, Kuantitatif dan R&D.....,137.

on the internet related to the research conducted.<sup>11</sup> The secondary data in this research are Cortazzi and Jin's "Cultural mirrors: Materials and methods in the EFL classroom. In E. Hinkel, *Culture in The Second Language Teaching and Learning*", Drs. Rudi Susliana, M.Si "Kurikulum dan Pembelajaran: Landasan Pengembangan Kurikulum", and syllabus "Bahasa Inggris: kurikulum 2013 edisi revisi tahun 2017".

In addition to primary data, data sources used by researchers are secondary data sources, secondary data obtained through various sources, namely literature, articles, and sites on the internet related to the research conducted. In this research, primary data is taken from *Bahasa Inggris Textbook* by the Ministry of Education and Culture, revised in 2017. Meanwhile, the secondary data are taken from previous research, previous thesis, journals, and many books related to the theme of this research.

### C. Research Subject

The subject of research is defined as the person, place, or object being observed in the framework of bandaging as a target.<sup>12</sup> The subject of this research is an English textbook entitled "Bahasa Inggris" for the tenth grader of Senior High School. This book was published by The Ministry of Education of Republic Indonesia in 2017.

### D. Instruments and Data Collection Technique

#### 1. Instruments

According to Sugiyono, in his book "Combination Research Methods" it is said that in qualitative research, the research instrument or tool or tool is the researcher himself. Therefore, it is necessary to "validate" the researcher as a tool so that

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<sup>11</sup> Sugiyono, *Metode Penelitian Kualitatif, Kuantitatif dan R&D*.....,137.

<sup>12</sup> KBBI V, *Subjek Penelitian*, (Jakarta: Kemendikbud, 2016)

the qualitative researcher is ready to conduct the research and then conduct the field research.<sup>13</sup>

Qualitative research is used as a "human instrument" to determine research priorities, select information providers as data sources, perform data collection, evaluate data quality, analyze data, interpret data, and draw conclusions based on findings.<sup>14</sup> In this study, the researcher uses books as the instrument to be studied. Furthermore, the research is carried out based on the theory used, determines informants, collects data, then examines the textbooks to be studied, in this case, English textbooks.

## 2. Data Collection Technique

Data collection techniques are the most important step in research because the main purpose of research is to get data. Without knowing data collection techniques, the researcher will not get data that meets the established data standards.<sup>15</sup>

Data collection can be done in various settings, various sources, and various ways.<sup>16</sup> When viewed from its settings, in this study the researcher will collect data by literature study. This technique is a method of tracking documents that contain theories of published or unpublished scientific works in the form of printed and printed versions of books (e-books), papers, and online journals. This document technology is used as the main data collection technology to test the research results obtained from the analysis of cultural content in English textbooks for tenth-grade students.

The literature research method is the same research as other research methods, but the source and

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<sup>13</sup> Sugiyono, Metode Penelitian Kombinasi (Mixed Methods), (Bandung: Alfabeta, 2016), 305.

<sup>14</sup> Sugiyono, Metode Penelitian Kombinasi (Mixed Methods)....., 306.

<sup>15</sup> Sugiyono, Metode Penelitian Pendidikan....., 308.

<sup>16</sup> Sugiyono, Metode Penelitian Pendidikan....., 308.

method of data collection are to obtain data from the library, read, take notes, and process research materials.<sup>17</sup> Research conducted by philology is also research that is classified as scientific research because data collection is conducted in the form of research methods.<sup>18</sup> The variables in the literature research are non-standard. The researcher conducted an in-depth analysis of the data obtained. The data sources for literature research can be official materials, seminar reports/conclusions, notes/scientific discussion records, official works published by governments and other institutions, and digital computers or computer data such as books/manuals and CD-ROMs.<sup>19</sup>

#### **E. Data Analysis Technique**

In qualitative research, various data collection techniques (triangulation) are used to obtain data from various sources and continue until the data is saturated.<sup>20</sup> Through these continuous observations, the data vary widely. The data obtained are usually qualitative, so the data analysis technique used is less clear.<sup>21</sup> In this study, data collection was carried out by:

1. Determine the book to be researched
2. Determine the theory to be used
3. Determine secondary data in this case reference books, e-books, journals, informants related to the title to strengthen the research.
4. Read and analyze secondary data
5. Analyze the textbook understudy with strengthened sources.

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<sup>17</sup>Ir. Melfianora, *Penulisan Karya Tulis Ilmiah Studi Literatur*, (Pekanbaru: UPT Balai Pelatihan Pertanian, 2019), 2.

<sup>18</sup> Ir. Melfianora, *Penulisan Karya Tulis Ilmiah Studi Literatur*,.....2-3.

<sup>19</sup> Ir. Melfianora, *Penulisan Karya Tulis Ilmiah Studi Literatur*,.....2-3.

<sup>20</sup>Sugiyono, *Metode Penelitian Pendidikan*.....,333.

<sup>21</sup>Sugiyono, *Metode Penelitian Pendidikan*.....,333-334.