

## CHAPTER III

### RESEARCH METHODOLOGY

#### A. Research Method

This research employs field research which main data source is on the field. In addition, this study uses the qualitative research method with case study approach. According to Saryono, qualitative research method is used in investigating, locating, and describing the object under study.<sup>1</sup> This method is better used to study the condition or situation of the research object. Therefore, qualitative research method also known as a multi-method in focus, it involves an interpretation and natural approach of subject matter. Further, qualitative method attempts to make sense of phenomena which being studied. It also involves a variety of empirical materials that defines routine and problematic phenomenon of an individual's live.

Qualitative research portrays the determination of understanding the process. By using qualitative research method the researcher is able to explore a wide array of the dimension of this social world. The aim of qualitative research method is to explore, describe, and learn the phenomenon. It reveals the new insights and discovers problems. The process of qualitative research method obtains emerging questions and procedures, including observation, interview, and further follow-up sessions. The collecting data is collected in the participant's setting. The data analysis is built by general themes, and the researcher interprets the meaning of data.

This research aims to seek out the effectiveness of non-verbal for introvert students also the ways of English teacher to solve the problems which influence introvert students' speaking ability. In order to carry out this phenomenon, this research utilizes the qualitative research design because the data collection is subjective nature, therefore it should analyze qualitatively. It can be said that the data describes the participants' personal views and experiences.

In addition, in-depth description of the phenomenon, this research obtains a case study to dig out the understanding of the meaning of the research being studied. Hartley points out

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<sup>1</sup> Saryono. (2010). *Qualitative Research Method*. PT. Alfabeta, Bandung.

that case study research provides a detailed investigation and data collection which may be over a period of time. This research aims to provide an analysis of the context and process which explains the theoretical issues being researched.<sup>2</sup> The aim of a case study is to find out in-depth details as much as possible about person, phenomena, or process. The case study focuses on the experiential knowledge of the study. Moreover, Yin points out that in a case study there are two questions which concernedly ask; how and why. Therefore, a case study approach is chosen because this research aims at illuminating insight into the case of the effectiveness of non-verbal communication in improving speaking skill in MA Mazro'atul Huda Wonorenggo Demak, specifically the influence of non-verbal communication for introvert students' speaking skill.

## **B. Research Setting**

Since the researcher' teaching practice experience in MA mazro'atul Huda Wonorenggo so that this research is being set at this Islamic senior high school (MA). MA Mazro'atul Huda Wonorenggo Demak is located in Wonorenggo, Cangkring Rembang, Karanganyar District, Demak, Central Java.

## **C. Research Participants**

In this research, the participants of research are five introvert students of tenth grade in MA Mazro'atul Huda Wonorenggo. The process of research will be held in the final semester of 2021/2022 academic year. This study consists of multiple interviews and observations for around a month. This study uses purposive sampling in order to understand the phenomenon being researched. Creswell states that purposive sampling is a subjective sampling that relies on researchers' judgment in their surveys.<sup>3</sup> This sampling method requires the researchers to have prior knowledge about the aim of their research. Purposive sampling or survey research is possibly used remotely. The researcher is capable to interview hard-to-

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<sup>2</sup> Hartley, Jean (2004). *Case study research*. In: Cassell, Catherine, and Symon, Gillian eds. *Essential Guide to Qualitative Methods in Organizational Research*. London: Sage Publications Ltd, pp. 323–33.

<sup>3</sup> Creswell, John W. (2014). *Research Design, Qualitatives, Quantitative, and Mixed. Methods Approcahes (Fourth Edition)*. United State of America: Sage.

reach participants via digital platforms, such as Whatsapp, Zoom, Google Meet, and so on. After classifying the personality among students. The participants of this study are a number of the tenth-grade students of MA Mazro'atul Huda Wonorenggo Demak who are considered to be introverted in English class based on the characteristics of introvert students illustrated by Oxford:

1. General avoidance: low levels of verbal communication, and lack of communication in the classroom.
2. Physical action: lack of eye contact.<sup>4</sup>

The subject of this research is the grade tenth students in two classes. The following participants are based on the number of introvert students. These research participants are explained in the following table:

**Table 3.1**  
**Research Participants**

<b>Class</b>	<b>Total of students</b>	<b>Introvert students</b>
X-1 (IPA)	18	3
X-2 (IPS)	21	2

#### **D. Instruments and Data Collection Technique**

In collecting the data, the researcher uses two techniques to obtain the data. Since the research is a case study, this study uses the interview technique as the primary technique. In addition, the technique will be followed by classroom observation to get valid data.

##### **1. Interview**

Interview is a collecting data technique by using the interview to select the participant. The interview is a kind of conversation that is used to explore the information of study. The process of interviewing by asking several questions to participants. The interchange of thoughts between two persons about the topic being studied.<sup>5</sup> Further, to obtain the information, a face-to-face interview is used to

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<sup>4</sup> Rebecca L, Oxford. (1999). *"Anxiety and the Language Learner: New Insights"*. Cambridge: Cambridge University Press.

<sup>5</sup> Sarah, J. *Qualitative Method*. (Chichester, West Sussex: Jhon Wiley & Sons Ltd, 2007).

gain credibility and validity data. In this study, the interview aims to get the data of the effectiveness of non-verbal communication to increase introvert students' speaking performance of MA Mazro'atul Huda Wonorenggo Demak.

## 2. Observation

Observation is the process of gathering information by doing observation of people and places.<sup>6</sup> Observation includes the benefit to record information. Moreover, observation aims to study the actual behavior of individuals who have difficulty in verbalizing their ideas (e.g., preschool children). In this study, the researcher will collect the data about the effectiveness of non-verbal communication to improve introvert students' speaking skill in MA Mazro'atul Huda Wonorenggo Demak.

## 3. Documentation

In this study, the researcher uses the document technique to obtain the data. Furthermore, to gain an understanding of the study, qualitative research method uses written documents or other evidences. According to Creswell, documentation is a record of past events in the form of pictures, monumental works of someone, or writing.<sup>7</sup> Documentation in this study is used to supplement the description test techniques about the effectiveness of non-verbal communication to improve introvert students' speaking skill in MA Mazro'atul Huda Wonorenggo Demak.

## E. Research Data Validity

In this study, the researcher uses the triangulation technique to check the validity of data. Triangulation technique refers to the use of various methods to explore human behavior or phenomenon being studied. The collection of data is based on observations and interviews. It aims to relate some theories which provide in the literature review.

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<sup>6</sup> John W. Creswell. *Educational Research Planning Conducting, and Evaluating Quantitative and Qualitative Research*. (England: University of Nebraska, 2002).

<sup>7</sup> Creswell, John W. *Research Design, Qualitatives, Quantitative, and Mixed Methods Approaches (Fourth Edition)*. (United State of America: Sage Publications, 2014).

## F. Data Analysis Techniques

Analyzing data is a crucial part of the research study because the result of research becomes a conclusion of the study. Analyzing means studying the topic in order to find out the facts or meanings. The process of data analysis involves breaking down the complex factors into simple points, then putting the points in new arrangements for the aim of interpretation.

Generally, qualitative data method is research method that involves collecting and analyzing non-numerical data (e.g., text, audio, or video), it takes the form of words (observations, recordings, descriptions, and impressions). The researcher will apply Miles and Huberman concept in analyzing data:<sup>8</sup>

**Figure 3.1**

### Component of Data Analysis: Interactive Model



Miles and Huberman cite that analyzing data involves the following steps:<sup>9</sup>

#### 1. Data collection

First, the researcher collects data to gather all information from all introvert students of MA Mazro'atul Huda Wonorengo Demak which is used to complete the research. The collection of data through observation, written interview, and documentation such as photograph, audiotape, and video.

#### 2. Data Reduction

The researcher reduces the data by selecting and summarizing the information the researcher had gotten by. This step is done by doing simplifying the main data related to the topic of research: The Effectiveness of Non-verbal Communication to Improve Introvert Students' Speaking Ability. It aims to reduce the inappropriate data, therefore

<sup>8</sup> Michael Huberman and Miles. *Data Management and Analysis Methods*. (N.K. Denzin and Y.S. Lincoln (Eds.): Thousand Oaks, 1994).

<sup>9</sup> Michael Huberman and Miles. *Data Management and Analysis Methods*. (N.K. Denzin and Y.S. Lincoln (Eds.): Thousand Oaks, 1994).

researcher should filter the important data based on the objectives of research.

### 3. Data Display

The researcher displays the data using figures, graphics, or charts. This step describes the entire content of the data. In conveying the idea of data is presented systematically in order to be drawn analytically. In this research, data display the result of research confirmed by observation, and written interview.

### 4. Verification

The researcher verifies the study by creating a conclusion of data findings. This step is aimed to conclude the specific ideas in gaining an objective conclusion. The process of verifying the data through looking back to the previous phases. The result of research based on the object of this research: "The Effectiveness of Non-verbal Communication to Improve Introvert Students' Speaking Ability in MA Mazro'atul Huda Wonorengo Demak that will be verified by the researcher by answering the problems of this study.

## **G. Research Ethical Considerations**

The researcher collects the data through observations and interviews in order to answer the problem of this study. In process of data collection, these are research ethical considerations, as follow:

1. During the interview, the researcher will protect the participants' privacy
2. The researcher will record and document all the process of collecting data