CHAPTER III

RESEARCH METHOD

This chapter presents the description of the research method used in this research. It consists of research design, research subject, technique and instruments, procedures and data analysis.

3.1 Research Design

Bogdan and Biklen as cited in Damanik (2016) state that research design is researcher’s plan used in research in order to know how to proceed. While, Draper (2004) says that a research design is a plan that describes how, when and where data are to be collected and analysed. Moreover, Alas cited in Enayet (2016) defines that research design as the researcher’s overall for answering the research question or testing the research hypothesis. It means that research design is a plan for conducting a research which involves collecting and analyzing the data in order to answer the research questions.

In conducting the research, the researcher uses a design considered suitable, that is mixed research design, because the researcher combine quantitative and qualitative approach to collect and analyze the data. Tashakkori and Teddlie (2003) define mixed research as a general type of research in which quantitative and qualitative methods, techniques, or other paradigm characteristics are mixed in one overall study. Then, Creswell and Clark (2011) define mixed research as those studies that include at least
one quantitative strand and one qualitative strand. A strand is a component of a study that encompasses the basic process of conducting quantitative or qualitative research.

Thus, the researcher uses mixed research design to obtain valid and detailed data about students’ perception toward business English elective subject at English Language Education Department in University of Muhammadiyah Malang.

3.2 Population and Sample

According to Sugiyono (2012), Population means generalization region consists of object or subject that has certain qualities and characteristics that determined by the researcher to be studied and drawn the conclusions. In this research, the populations are the Business English students of English Language Education Department at UMM in academic year 2013. There are 104 students of Business English students in academic year 2013. Then, the researcher uses simple random sampling in taking sample. Simple random sampling is the sampling technique where we select a group of subjects for study from a larger group. Each individual is chosen entirely by chance and each member of the population has an equal chance of being included in the sample. Every possible sample of a given size has the same chance of selection (Easton and McColl's, 1997). The reason why the researcher used this technique is that she considered the time and the number of Business English students. Moreover, according to Arikunto as cited in Maghfiroh (2015) if the subject is less than a hundred, the researcher should take all of them. Then, if the subject is a lot or more than a hundred, it should be taken at least 10% - 15% or 20% - 25% of the population. In this research, the researcher takes 26 students (25%) of Business
English students at English Language Education Department in University of Muhammadiyah Malang in academic year 2013.

3.3 Data Collection

Data collection comprises the instrument and procedures employed in the research.

3.3.1 Technique and Instruments

Sugiyono (2012) states that technique of data collection is the most important step in research. If the researcher does not know the technique of data collection, the researcher will not get the data that fulfill the standard. Whereas the main goal of research is to get the data. Moreover, there are several techniques of data collection such as questionnaire, observation and interview. In this research, the researcher uses questionnaire and interview as the technique of data collection.

According to Sugiyono (2012), questionnaire is data collection techniques that done by giving a set of questions or statements to the respondents to answer. Moreover, Arikunto (2006) says that questionnaire is a sum of written questions which is used to get information from respondents. There are two types of questionnaire based on the way to answer of questionnaire. They are structured form and unstructured form. A structured questionnaire contains the questions and alternative answer. Then, unstructured questionnaire does not include suggested answers.

Meanwhile, interview is a purposeful interaction between two or more people focused on one person trying to get information from the other person (Airasian as
cited in Rachamawati, 2011). In addition, interview is an activity or discussions and questions about certain topics with the people you are planning to do with. Besides, Sugiyono (2012) says that interview used as the technique of data collection if the researcher wants to conduct preliminary study to know the problem that should be investigated and also if the researcher wants to know others information in detail and there are a few of respondents.

According to Arikunto (2006), there are three types of interview; structured, unstructured and semi structured interview. Structured interview is the scheduled for the specific purpose of getting certain information from the subjects. The researcher tries to make arranged, precise and fixed questions. Unstructured interview is an interview which the researcher does not use any interview guide and depends on situation or researcher’s ability to collect information from respondents. Semi structured interview is a combination between structured and unstructured interview which uses fixed questions and could be develop during the interview process to get additional information based on relevant topic.

Arikunto (2006) explains that research instrument is a kind of tool that is used by the researcher to collect or to get the data. Moreover, research instrument help the researcher to gain better, complete, accurate, and systematic data. Then, there are several instruments to collect the data such as questionnaire, interview guide, cameras, tape recorder and field-note. In this research, the researcher uses two instruments: questionnaire and interview guide.
The questionnaire used in this research is a structured questionnaire that uses Likert scale with “Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D) and Strongly Disagree (SD). Then, the score of Likert scale is typically assigned to positive statements: SA=5, S=4, U=3, D=2, SD=1.

The questionnaire consists of 20 questions that will be given to 26 Business English students in academic year 2013. Then, it will be used to analyze their perception toward Business English elective subject at English Language Education Department in University of Muhammadiyah Malang. Moreover, there is the blueprint questionnaire of students’ perception toward Business English elective subject as below:

**Table 3.2 Blueprint questionnaire of students’ perception toward Business English elective subject.**

<table>
<thead>
<tr>
<th>No.</th>
<th>Topics</th>
<th>Number</th>
<th>Item (s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Opinion about Business English</td>
<td>1,2,3,4</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>Factors that influence perception</td>
<td>5,6,7,8</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Students’ knowledge about Business English</td>
<td>9,10,11,12</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>Students’ expectation about Business English</td>
<td>13,14,15,16</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Students’ evaluation about Business English</td>
<td>17,18,19,20</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td><strong>Total items</strong></td>
<td></td>
<td><strong>20</strong></td>
</tr>
</tbody>
</table>

Meanwhile, the researcher uses semi structured interview as the second instruments in this research. It was given to Business English lecturer to know the lecturer response after knowing the students’ perception toward Business English
elective subject at English Language Education Department in University of Muhammadiyah Malang.

3.3.2 Procedure

Based on the research instrument above, there are some procedures to complete this research, they are:

1. Constructing the questionnaire which the items related to the topic of the research,
2. Distributing the questionnaires to the respondents,
3. Calculating the questionnaires in likert scale,
4. Doing the interview to the lecturer,
5. Transcribing the result of interview.

3.4 Data analysis

There are seven steps to analyze the data which is the result of the questionnaire, they are stated as follows:

1. Giving the score of each students’ answer of questionnaire. It was determined 5 for SA (strongly agree), 4 for A (agree), 3 for U(undiced), 2 for SD(strongly disagree), 1 for D(disagree).
2. Calculating the students score based on the topics
3. Calculating the mean score of each student’s answer by using formula as follows:
\[ \bar{x} = \frac{\sum X}{N} \]

\( \bar{x} \) = Mean

\( \sum \) = Sum of

\( X \) = Raw score (each students score)

\( N \) = The items

4. Determining the students’ mean score based on the criteria of assessment by Anwar (2009) as shown below:

\[ 4,5 \leq n \leq 5 \] = Very Good/Very Positive

\[ 3,5 \leq n \leq 4,4 \] = Good/Positive

\[ 2,5 \leq n \leq 3,4 \] = Enough/Fair

\[ 1,5 \leq n \leq 2,4 \] = Bad/Negative

\[ 0 \leq n \leq 1,4 \] = Very Bad/Very Negative

5. Drawing the conclusion of questionnaire

6. Transcribing the answer of interview

7. Drawing the conclusion of interview

This chapter has summarized the design and instruments applied in this research. The design is mixed research and the instruments are questionnaire and interview guide. In collecting the data, the researcher uses five procedures that have been explained in the previous point. Then, the next chapter will describe the result of this study.