CHAPTER III
RESEARCH METHODOLOGY

This chapter conveys the discussion of research design, research approach, object of study, data collection and data analysis. It is intended to give information on how the research is conducted.

3.1 Research Design

According to Ary, et.al. (2010:426), research design is the researcher’s plan of how to proceed to gain an understanding of some groups or some phenomenon in its context. Before proceeding to this study, the writer would like to describe the research design in order to easily give guideline in collecting and analyzing the data. This study begins with a general statement of research problem. Regarding the statement of problems revealed in chapter 1, which concern on descriptively finding the influence of culture elements on English textbook "stop bullying now" in reading activity used for Grade XI of Senior high school and how the process of culture elements is inserted.

Therefore, the writer uses the descriptive study. According to Ary, et.al. (2010:640) descriptive study is including on nature, incidence, or distribution of variables; it involves describing but not manipulating variables. This study tends to describe the influence of culture on English textbook "stop bullying now" in reading activity used for Grade XI of Senior high school and how the process of culture elements is inserted.
Moreover, this study is also regarded as qualitative study to investigate on the comprehension of culture elements and how the process insertion culture elements toward reading activity as the parts of contents in English textbook. Qualitative study intends to understand a phenomenon by focusing on the total picture rather than breaking it down into variables which the goal of this study is a holistic picture and depth of understanding rather than a numeric analysis of data, Ary, et.al. (2010:29).

The figure of research design used in this study is illustrated as follows:

![Research Design Diagram]

In order to ease the process of collecting the data, the writer developed serial steps for collecting and analyzing the data, including: 1) Collecting and Selecting, the writer collected and selected the data related to the culture elements in the
reading texts; 2) **Grouping**, in this stage the writer initiated to make group the culture elements found in the reading texts into three classifications: ideas, behaviors, and products; 3) **Interpreting and analyzing**, in the interpretation process, the writer applied an approach namely **local interpretation and analogy**, which is a part of discussion in the role of context in interpretation (see Brown and Yule, 1988: p. 27).

### 3.2 Research Approach

There are briefly eight types of the most widely used approaches in qualitative study. They are: basic interpretative study, case study, document or content analysis, ethnography, grounded theory, historical study, narrative inquiry and phenomenological study (Ary, et.al. 2010:29). In this study, the writer investigates the culture elements that are found in reading activity of English textbook for Grade XI of Senior High School. Based on the research design, the writer defines to use document or content analysis as the best appropriate approach. According to Ary, et.al. (2010:457) content or document analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics of the material. The materials analyzed can be textbooks, newspapers web pages, speeches, television programs, advertisements, musical compositions, or any of a host of other types of documents.

Furthermore, to more detail approach in document analysis which are to grasp the contextual meaning of the data, the writer used “local interpretation and analogy” proposed by Brown and Yule, (58:1988). The first one principles of the role of context interpretation, it can be identified the principle of local
interpretation. This principle instructs the hearer not to construct a context any larger than he needs to arrive at an interpretation. Consider the extract presented here,

_The baby cried,_

_The mommy picked it up_

By this above sentences, _it_ in the second sentences related to _the baby_ because of the experience of similar events which enables him to judge what the purpose of an utterance might be. It is his knowledge of the world which constrains his local interpretation. The second is the principle of analogy provides a reasonably secure framework for interpretation for the hearer and for the analyst most of the time, things will indeed conform to our expectation. The reading text is interpreted in the light of past experience of similar discourse, by analogy with previous similar texts.

### 3.3 Object of the Study

The object of this study is all reading activities in English textbook for Grade XI of Senior High School. BSE (E-Book) as alternative textbook that could be accessed by both teachers and students. The English textbook “Stop Bullying Now” is the only textbook used in Grade XI of senior high school made by Ministry of Cultural and Education. There are five reading texts providing in the textbook, which are potential to be analyzed.

Meanwhile, the textbook is the common learning source in Indonesia. According to Richard (2001), the textbook is the key component in every learning subject. In other words, textbook is a source of information which is developed in
the materials. Besides, the textbook is the equal resource for teaching activity. The content of a textbook such as; reading text, writing exercises, and also speaking activity is really helpful for students to develop their ability in learning English.

3.4 Data Collection

According to Ary, et.al. (2010:431), collecting the data can be done by observation, interviews and documents or artifacts analysis, where the writer may use one or more of these methods in this study. Considering the research approach applied in this study, which is document or content analysis, the data was collected from reading text. Therefore, the writer formulated these following steps in collecting data:

1. Selecting the passages or reading text activities provided in the BSE (E-Book) Class XI Senior High School English Textbook.
2. Reading and understanding all the reading text activities provided in the BSE (E-Book) Class XI Senior High School English Textbook.
3. Categorizing and identifying the aspect of culture elements into three culture elements: ideas, behaviors, and products.

3.5 Data Analysis

Data analysis involves reviewing the data while they are being collected and attempting to synthesize and make sense out of observed. The appropriate analysis will depend on the question asked and the method of data collection used (Ary, et.al., 2010:530).

Based on the definition above, the writer makes several procedures to analyze the data in this study:
1. Reviewing the data that have been collected.
2. Classifying the data based on reading text dealing with statement problems.
3. Investigating the data involving the cultures elements into three categorized: ideas, behaviors, and products.
4. Interpreting the segments of reading text which are potentials including the three categorized of culture elements: ideas, behaviors and products.
5. Interpreting the data found by using the local interpretation.

Interpreting the data found by using analogy.