CHAPTER III

RESEARCH METHOD

In this chapter, the writer presents a research method. The researcher discusses research design, research subject/objects, data collection, and data analysis to build sequence frame of this research.

3.1 Research Design

This research used quantitative research design. According to Ary et al (2010), quantitative research creates meaning through objectivity uncovered in the collected data. In Creswell (2009) quantitative research consists of descriptive or survey, causal-comparative, correlational, and experimental. As stated in the research question previously, the research aimed at investigating student's perception toward movie subtitle in learning English. The data is in the form of number obtained from the respondent's answer. Therefore the appropriate research design employed is descriptive quantitative.

3.2 Research Subject

In this study, the subjects are English Students (English Department) at University of Muhammadiyah Malang, as many as 89 students. Criteria of respondents are students of English is only ever watching movies and learning through the movie subtitle (The respondents are not always are who like watching the movie). The writer gets the respondents from around the English department at
University of Muhammadiyah Malang, by broadcast google form link on social media.

3.3 Data Collection

The data of the research is descriptive quantitative. In this study collect data by using the questionnaire in google form, then broadcast google form link via social media.

3.3.1 Technique and Instrument

- **Technique**
  
The technique used to collect the data is survey. The survey is a type of research that collects information about the characteristics, actions, opinions of a group of representative respondents who are considered as population. The survey is a study that takes samples from a population and uses a questionnaire as a basic data collection tool (Creswell, 2009).

- **Instrument**
  
In this study, the instrument used is adapted instrument from the previous study. The instrument used to collect the data in this study is self-administered questionnaire (SAQ). The questionnaire consists of 3 parts: background of the respondents, behavior how to learn, and gratification level. It was already tested by Tanisara Pimsamarn (2011) on 80 students. The result of the previous study is most respondents strongly agreed that they could learn correct pronunciation and acquire new vocabulary from watching the movie using English subtitle. A large group of the respondents also strongly agreed that they can better understand unfamiliar accents, dialects, proverbs, and slang. They
also believed that watching English can be beneficial for using English in daily life. The questionnaire was designed in accordance with the research objectives, and the research problem was almost similar to the previous study, it was believed that the questionnaire was appropriate for the writer investigation (Appendix 1).

### 3.3.2 Procedure

Some procedures were employed to collect the data:

1) Preparing the instrument related to the student’s perception toward movie subtitle in learning English (Appendix 1).

2) Determining the main parts to be compiled into questions in the questionnaire.
   - Part 1: This part was designed using closed-ended questions to gather personal information such as background of English study, the frequency of English used in daily life, and frequency of English skills used.
   - Part 2: This part consisted of closed-ended questions created to identify the respondents’ behavior of movie watching and includes frequency, subtitle preferences, movie genre preferences, and motivation to learning English using English movie subtitle.
   - Part 3: This part consisted of questions asking about the level of agreement for the specific statements.

3) Creating the questions in according with the parts.

4) Preparing the page on google form. Then, fill in the questions on the google form according to the list.
5) Sending a link of the questionnaires to respondents via social media.

6) Collecting the data that were gained from the questionnaire (Google form).

3.4 Data Analysis

The data of this study were analyzed in the following procedure:

1) Identifying the learning methods.

2) Classifying the media of learning.

3) Analyzing the student’s perception from learning methods and media of learning.

4) Making a conclusion based on the data collected.