CHAPTER III
RESEARCH METHODOLOGY

Chapter three is about research methodology. It discusses several aspects, such as research design, research subject, data collection, and data analysis.

3.1 Research Design

According to Creswell (2014), research design is the decision that a researcher follows to have the philosophical assumption of the study including procedures of inquiry within qualitative, quantitative, and mixed method approaches that provide specific direction for procedures in a research design. According to Ary, et. al. (2010), there are two broad categories of educational research, those are qualitative and quantitative. Creswell (2012) states, qualitative research is an approach to learn and understand a phenomenon and meaning of individuals or group through their social or human problem. Meanwhile, quantitative research is an approach for describing and explaining the relationship among variables and testing an object by examining the variables.

According to Charles (1995), as cited in Latief (2016), data collection in quantitative research is represented numerically and the result is expressed in statistical terminology. In quantitative research, the researcher usually get the data from a formal assessment, like a test, questionnaire, and structured interview. Meanwhile, Cresswell (2014) states, data collection in qualitative research are collected in the participant’s setting, and the data are analyzed inductively.
building from particular to general subject. The researcher makes the interpretations of the data and the result expressed in verbal statements.

In this study, the researcher uses qualitative design because the researcher wanted to describe a phenomenon of the study. The phenomenon of the study is the students’ preference towards reading text. Based on the explanation about qualitative research above, this research focuses on understanding phenomena from the perspective of the human participants, socialities in natural settings. Furthermore, students’ preference affected by students’ observed behavior, because they got different treatment, and also live in a different environment/socialities. Students preference also can be affected by the gender, and it has to do with peculiar responsibilities and roles of men and women that are established in the families and cultures. Gender also describes human personality, attitudes, behavior, influence, roles, and expectation. In addition, the researcher will describe the finding in the narrative way or verbal statements.

3.2 Research Subject

The subject of this study is second semester students of English Language and Education Department, University of Muhammadiyah Malang. The respondents are 100 students and reading skill lecturers. The ratio of male and female students are equal. The age range of the students is about 18 years old to 20 years old.
3.3 Data Collection

Data collection is the way that a researcher uses to get the valid data to find out the result and answer the research problem. Further explanation will be explained in technique and instrument.

3.3.1 Technique and Instrument

To collect the data researcher uses interview as the techniques. According to Kvale (1996), as cited in Alshenqeeti (2014), an interview is “a conversation, whose purpose is to gather descriptions of the (life-world) of the interviewee. The researcher uses semi-structured interview to collect the data. According to Fraenkel, Wallen, and Hyun (2012), semi-structured interview is a more flexible version of the structured interview, and it is consist of a series of questions designed to elicit specific answers from respondents.

To collect more valid data, the researcher uses a questionnaire and interview guidelines as the research instruments. Interview guidelines are needed because the researcher using semi-structured interview. According to Best and Khan (2003), as cited in Latief (2016), the questionnaire is a written instrument consisting of questions to be answered or statements to be responded by respondents. There are three types of questions in a questionnaire, open-ended questions, closed-ended questions, and mixed method questions.

3.3.2 Procedure

The procedure, while the researcher conducting this study and collecting the data can be explain as follows:
a. Interview

The first stage, the researcher makes interview guidelines consists of questions that will asked in the interview process. The researcher will interviewing the reading skill lecturers. The questions is about the types of reading text that the lecturer usually uses or give to the students while teaching reading skill.

b. Questionnaire

The second stage, the researcher makes a questionnaire consists a list of questions related to the students’ preference on types of reading text and the factors that influence their reading text choices. The questions that related to the types of reading text questions are from the interview result. The questionnaire is divided into 2 sections. Section A is about the respondents personal or background information, section B is about students’ preference on types of reading text, and the factors that influence students’ choices. The questionnaire will be distributed to the students.

3.4 Data Analysis

After finishing all the procedure and collecting the data, the researcher analyzing the result from the interview and questionnaire. According to Creswell (2014), there are several steps to analyzing qualitative data, further explanation will be explained as follows:

a. Collects Data

The researcher collect the data in a form of a text file such as field notes, transcriptions, questionnaire or optically scanned material.
b. Prepares Data for Analysis (Transcribe Data)

During collecting the data, the researcher will collect a text or words and field notes from the interviewing participant or during the observation. Transcribe data or transcription is the process of converting audio tape or those types of data into text data.

c. Reads Through Data

The researcher read the data in detail and reading it several times, to develop a deeper understanding about the information that supplied by the respondents.

d. Codes the Data

Coding is the process of segmenting and labeling text form description and broad themes in the data. The coding process is to make sense out of the data and selecting specific data to use and disregard other data that is not useful. Codes the text for themes (categories) and description or detailed rendering the people, places, or event.

e. Reporting the Finding

In this step, the researcher focus on how to interpret the result or finding and how it is presented to the readers.