CHAPTER III
RESEARCH METHODOLOGY

The researcher conducts some step in doing this current study in order to collect the data. This chapter presents the steps in conducting this research. It encompasses four section; research design, research subject, data collection, and data analysis.

3.1 Research Design

Research design determines how the data should be investigated. An appropriate research design will help the researcher to get an accurate result of the research itself. Therefore, the design used in this research was qualitative research design because it was design to gain the information concerning the phenomena that happened. As noted by (Ary, 2010), qualitative research focuses on understanding social phenomenon and providing rich verbal description of setting, situation and participants. Then, the qualitative researcher begins from a conceptual framework, systems of concepts, assumptions, expectations, beliefs, and theories (Maxwell, 2005).

In this case the researcher wants to make the design of this research in form of qualitative research. Then, the researcher took the authentic material as a theme of this research. Therefore, as researcher runs the data collection mentioned shortly.

3.2 Research Subject

This research was conducted at the ESP reading class at first semester accounting department University of Muhammadiyah Malang academic year
2018/2019. The subjects of this research were a lecturer of English for Specific Purposes reading who used authentic materials and the accounting department students. The lecturer was a female from South Kalimantan, she was 24 years old. She was majoring English and she was a graduate of English Department of University of Brawijaya Malang. The accounting department students, there were 48 students, 19 male students and 29 female students. They had learned English since they were Junior High School. Hence, the researcher took all of accounting department students to know their response toward the implementation of authentic material in ESP reading class at first semester accounting department University of Muhammadiyah Malang.

3.3 Data collection

3.3.1 Technique and Instrument

In qualitative research, human investigator is the primary instrument for the gathering and analyzing the data. And the purpose of instrument is to collect the data for the research conducted by the researcher. In this research the researcher used observation and fieldnote.

3.3.2 Class Observation

(Ary, 2010) stated there are two types of observation, they are participant and non participant. In participant observation the researcher joined the group and observes students activities, at the same time took care to observe what was going on. Meanwhile, in non participant observation the observer do simply observed the activities, but does not take part of them. In this research, the researcher used three
times non-participant observation. The researcher did not participate in the situation being observed, she was only an observer.

For collect the data, the researcher make a fieldnote. This instrument was used in order to know the kinds of authentic material, the implementation of authentic material and the student’s responses. The researcher recorded a video during the class.

3.3.3 Procedure

In collecting the data, the researcher collected not only the references related to the study but also the data from the observation and questionnaire relevant with the study which were conducted in first semester of ESP reading class accounting department University Muhammadiyah Malang.

The steps of collecting data of this study were as follows:

a. Observing and taking video of class activities. The researcher observed the class by using fieldnote.

b. Taking the video while class activity. The observation was done on every Monday from 24th of September 2018 to 12th November 2018. It was held three times. It took one hundred minutes each observation (2x50).

3.4 Data Analysis

In this qualitative research, the data analysis is the important part of this research to determine the result of the investigation. After the researcher got the information from the observation and fieldnote, the researcher can analyze the data by the following steps;
a. Identifying and classifying the data between the authentic material used by ESP reading lecturer of accounting department and the implementation of the materials.

b. Interpreting the data from the result of the classroom observation by classifying them into three categories, the kinds of authentic materials used, the implementation, and the student’s participation.