CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the methodology of study related to; research design, subject of study, research instrument, data collection, data analysis.

3.1 Research Design

Research design is an arrangement that describes how, when, where data are to be collected and analyzed (Draper, 2004). Moreover, Ary (2010) adds by defining research design as the researcher’s preparation of how to proceed in obtaining an understanding of some groups or some phenomena in its natural setting. Research design gives an accountability to all steps that will be taken (Margono, 2004).

From the three definitions above, it can be said that Research design is a framework or detailed plan and specific that can help the researcher to obtain, analyze and interpret the data.

There are two kinds of designs in educational research; qualitative and quantitative research design. According to Angrosino (2007), in Latief (2016), Qualitative research is a process of inquiry aimed at understanding human behavior by building complex, holistic pictures of the social and cultural settings in which such behavior occurs. It is done by analyzing words rather than numbers, and by reporting the detailed views of the people who have been studied. Qualitative research collects data based on words from a smaller number of
individuals so that the participants’ views are gained (Creswell, 2012). In contrast, Quantitative research deals with numeric data which are collected from a large of people using instruments with preset inquiries and responses (Creswell, 2012).

Related to the explanations above, it can be concluded that qualitative is a research that used to investigate, describe, and explain the natural setting phenomena that cannot be explained, described, or measured by quantitative research. In contrast, quantitative has static, and detailed character that can be presented in mathematical calculation form.

This study used qualitative research design. The data would be collected in a form of words. This research is to give clear description about the difficulties of presentation faced by Business English students, the Business English lecturer’s efforts to solve the difficulties of presentation faced by Business English students, and the Business English students’ lecturer efforts to solve their difficulties of presentation.

3.2 Subject of the study

According to Arikunto (2010), research subjects are things, cases, or individuals where the data for research variable will be explored by the researcher. Besides, according to McMillan and Schumacher (1993), research subject is an individual who participates in research study or someone from whom data were collected. It can be said that subject of the study is people as samples in a research.
The students who joined Business English I elective course was chosen in this research because the students are a lot of doing presentation. Researcher was doing research to the classes for four times (twice in each class) in order to get sufficient data from the subjects. The subjects of this study were 38 students out of 59 students from 2 classes of Business English (A class and B class), and the rest of 59 not attended to the class. 1 Business English lecturer also was chosen in this study as the subject.

3.3 Research Instrument

Arikunto (2010) states that in order to facilitate the researcher, Research instrument is chosen as assisting tool to collect the data. The most widely research instruments used in qualitative research are observation, interview, and document analysis. In this research, the researcher used questionnaire and interview to collect the data.

3.3.1 Questionnaire

Ary (2010) states that there two kinds of questionnaire, namely structured questionnaire and unstructured questionnaire. Structured questionnaire contains the question and alternative answer to the respondents. The answer accommodated for each question should be alternative answer of all possible responses and at the same time mutually exclusive. The respondent should choose the chosen answer or multiply choices. In the interim, unstructured questionnaire does not include suggested answer, the respondent will be given subjective question. Which the
respondents are given an opportunity to answer the question freely according to their opinion.

In this study, the researcher used questionnaire to the Business English students in order to get the information about their difficulties of presentation and their efforts to solve their difficulties of presentation. To collect the data, the researcher used semi-structured questionnaire. The researcher facilitated alternative or suggested answers in the chosen answers or multiply choices form and also the researcher gave opportunity to answer the questions freely according to their opinion in the blank columns. The questionnaire consisted of several questions which respondents had to respond and the questionnaire was written in Indonesian language to avoid the Business English students’ misunderstanding. The questions related to their difficulties when they are doing a presentation and their efforts to solve their own difficulties of presentation.

3.3.2 Interview

According to Creswell (2012), interview is a period when researcher asks one or more participants, asking questions and record their answers. The researcher implemented interview as instrument in order to support the report analysis to collect data about the statement of the problems such as to find the difficulties of presentation faced by Business English students, and the Business English lecturer’s efforts to solve the difficulties of presentation faced by Business English students.
According to Ary (2010), there are three kinds of interview, they are unstructured interview, structured interview, and semi structured interview. Unstructured interview is a conventional kind of interview in which the questions arise from the situation. Structured interview is a well preset interview that is scheduled for the specific purpose of getting certain information from the subjects. Semi structured is the area where questions are prepared but the interview may add several questions that has not been prepared yet freely during the interview process.

In this study, the researcher applied semi-structured interview, in which the open questions enable the researcher to ask the Business English lecturer. The researcher prepared several questions to be collected about the Business English lecturer’s efforts to solve the difficulties of presentation faced by Business English students.

3.4 Data Collection

The data of this study were collected about Business English students’ difficulties of presentation, the Business English lecturer’s and Business English students’ efforts to solve the difficulties of presentation faced by the Business English students, and the Business English students’ efforts to solve their difficulties of presentation. The data were gathered from the questionnaire and interview. The data was collected from 38 out of 59 students from 2 Business English classes (A class and B class) who joined Business English I and the Business English lecturer who taught Business English I.
The steps of collecting the data of this research are following procedures below:

1. Formulating the questionnaire guideline in order to prepare questionnaire with the Business English students about their difficulties of presentation and their efforts to solve their own difficulties of presentation.
2. Sharing the questionnaire with the Business English students to identify their difficulties of presentation and their efforts to solve their own difficulties of presentation.
3. Collecting the data that gained from the Business English students’ answers.
4. Formulating the interview guidelines in order to prepare interview with the Business English lecturer about the efforts to solve the difficulties of presentation faced by Business English students.
5. Doing interview with the Business English lecturer to identify the efforts to solve the difficulties of presentation faced by Business English students.
6. Collecting the result from the questionnaire and interview.

3.5 Data Analysis

After the data has been collected, they were analyzed as follow:

1. Classifying the difficulties of presentation faced by Business English students and the Business English students’ efforts to solve their difficulties of presentation.
2. Selecting the answer from interview to know whether the data provided were sufficient information or not.
3. Interpreting and verifying the data from questionnaire and interview.

4. Drawing the conclusion based on the result of the data that had been analyzed.