

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter discusses the research design, research object, data collection, research instrument, and data analysis.

#### **3.1. Research Design**

Sileyew (2019) declared the goal of the research design is to give a study a suitable framework. It covers a range of choices, from general hypotheses to specific techniques for gathering and analyzing data. Quantitative, qualitative, and mixed methods are three types of research design. In quantitative research, the relationship between variables is examined and statistical techniques are used to interpret the data. In qualitative research, the researcher interprets the meaning of the data in order to explore and comprehend the individual or collective meanings attached to social or human problems. Mix method is a combination of quantitative and qualitative methods (Creswell, 2003, as cited in Khaldi, 2017).

In this study, researchers used qualitative research to describe the perception of students majoring in English education towards Center of Excellence (CoE) English for Hospitality at the University of Muhammadiyah Malang.

#### **3.2 Research Subject**

The subjects of this study were eight students majoring in English education who participated in the Center of Excellence (CoE) English for Hospitality program at the University of Muhammadiyah Malang. With details of four males and four females. A total of eight participants were invited to participate in this study.

### **3.3 Data Collection**

In data collection, the researcher describes the research instrument and the procedure for collecting data.

#### **3.3.1 Instrument**

Interview is means for gathering data of the perception of students majoring in English education towards Center of Excellence (CoE) English for Hospitality at the University of Muhammadiyah Malang, as follows:

##### **3.3.1.1 Interview**

According to Ary et al., (2018:426), interviews are used to collect information from people on their individual ideas, opinions, and emotions regarding various circumstances. In addition, Alsaawi (2014) states that focus group interviews, semi-structured interviews, unstructured interviews, and structured interviews are the four forms of interviews that can be used in social research. Focus group interviews consist of six to twelve interviewees who discuss ideas in a focus group setting (Dörnyei, 2007, as cited in Alsaawi, 2014). In a semi-structured interview, the researcher establishes the

general framework for the subjects to be discussed, but the interviewee's responses define the direction the discussion will go (Stuckey, 2013). Unstructured interviews are flexible and interviewers are free to elaborate, opening the door to unexpected results (Alsaawi, 2014). In a structured interview, the researcher uses a preset set of questions and a restricted number of response categories (Stuckey, 2013).

The researcher conducted semi-structured interviews with each student as part of a data collection process. Eight students majoring in English education who participated in the Center of Excellence (CoE) English for Hospitality program were chosen by the researcher to be interviewed. The researcher asked students some semi-structured questions throughout the interview part. All of the action throughout the process interview was logged and voice-recorded.

### **3.3.2 Procedures in Collecting Data**

The researcher follows the next six processes when collecting the data:

1. The researcher developed the interview rules.
2. The researcher conducted the interview with the respondents.
3. The researcher transcribed the interview.

### **3.4 Data Analysis**

Thematic method used by the researcher to analyze the data. According to Creswell (in Nowell et al., 2017), thematic analysis describes systematic process of identifying and categorizing specific statements into themes that reflect the phenomenon under study. On the other hand, Dawadi (2020), also said that thematic analysis can systematically organize and analyze complex data sets. Therefore, this study uses thematic analysis because it can help researchers find students' perceptions of the CoE English for Hospitality program. Furthermore, the data that has been collected is analyzed using the following procedure:

1. Identified interview results.
2. Analysed the positive and negative students' perceptions of the CoE English for Hospitality program.
3. Identified the students' perceptions about the CoE English for Hospitality program based on their interview responses.
4. Concluded.