

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter contains a discussion of the methodology that was used in the conduct of this study. It describes and expounds the type of the study, setting and subject of the study, and procedure of the study.

#### **A. Types of the Study**

This study is classified into educational Research and Development (R&D). Educational Research and Development (R&D) as a development model in which the findings of the research are used to develop new products and procedures that meet specified criteria of effectiveness, quality, or similar standards through systematic field-tests, evaluations, and revisions (Borg & Gall, 2003). This is consistent with study that will aim to develop a product done by researcher on English story book for fifth grade. In this study, the researcher developed an education product, which is story book based on character education and got it evaluated. The steps of the research are modified from the Research and Development cycle, they were research stage, development stage, evaluation stage and finalization stage.

#### **B. Setting and Subject of the Study**

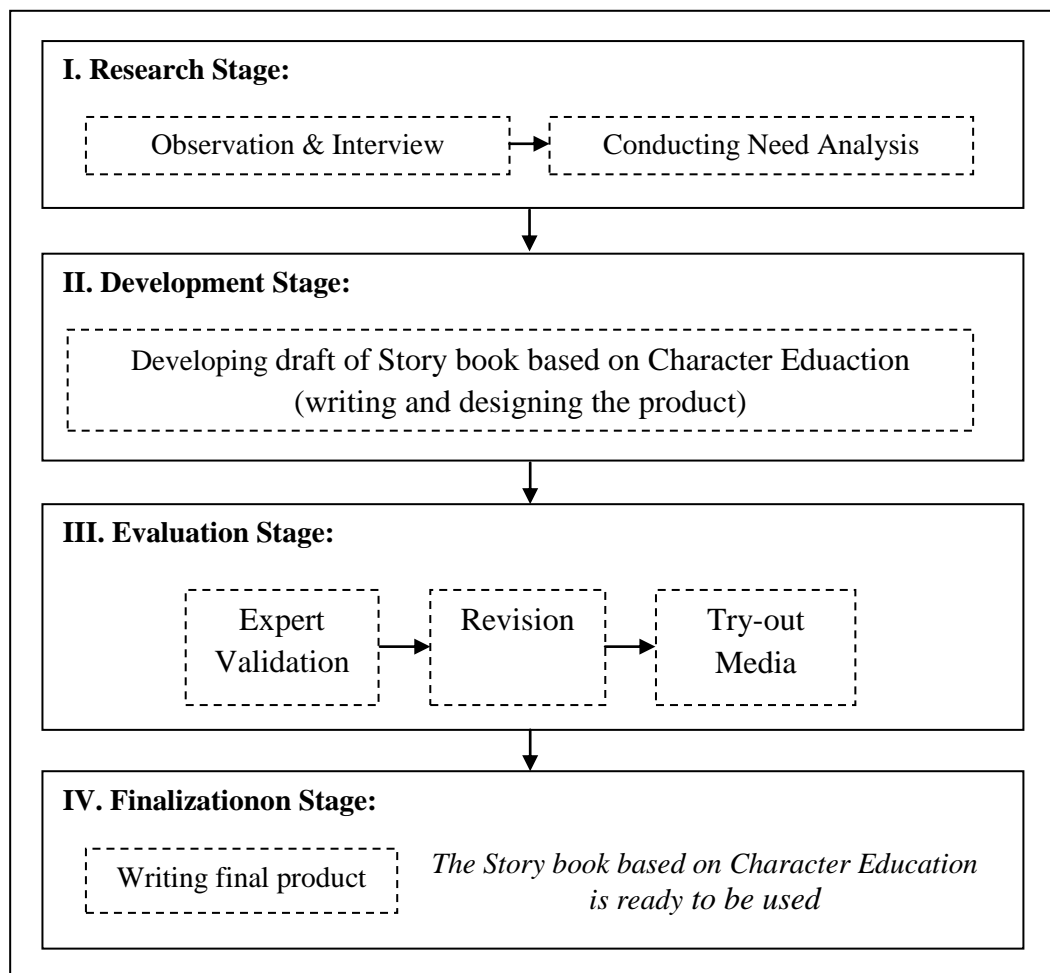
The subjects of this study were the fifth grade students of SD N Burengan 2 Kediri, which the total number of sample for the study was 37

students. The development study of story book based on character education was conducted from September 2018 to May 2019.

### C. Procedure of the Study

The research procedure used in this study modified the steps of Research and Development (R&D) cycle proposed by Borg & Gall (2003) as follows:

**Figure 3.1. The Modified Diagram of R&D Cycle**



## 1. Research Stage

The first procedure of this study was Research Stage. The subjects of this stage were the teachers and fifth grade students. In this stage, the researcher was conducted activities consist of observation, interview and need analysis.

### a. Observation and Interview

Interview is conducted to obtain additional data. In this case, the interview was aimed at cross-checking about the existing of books and literacy activity. Through observation and interview, researcher also examines the situation in the classroom in order to know whether the development of story book is needed or not to support literacy. According to interview phase, headmaster and some teachers in elementary school said that there is a literacy activity but, the book used not support and not relevant enough with literacy book. Thus, it was determined that they need a interesting and relevant book that is able to develop the reading literacy of elementary school students in Kediri.

### b. Conducting Need analysis

The action done in this steps was to analyze the learners' need to set goals. Need analysis is the first step in the process of instructional material development that have been done by the researcher. Needs are defined as a gap between what is expected and the existing condition (Kemp, Ross, & Morrison, 2001). It means that

need analysis is really important to make good product for student. To get the data, researcher was distributed the questionnaires or need analysis for fifth grade students of elementary school in Kediri. In this case, the students answered some questions which were needed to complete the needs analysis. Three options were given toward the students whether they were Strongly Agree (SA), Agree (A) or Disagree (D), and Strongly Disagree (SD). The need analysis contains of questions related to reading interest, interesting model, design and character of story (can be seen in Appendix A). The result of the questionnaire is analyzed and used as the basis of developing phase.

**Table 3.1. The Organization of Needs Analysis Questionnaires for Students**

<b>Part</b>	<b>Aspects</b>	<b>Number of Items</b>	<b>Purpose of the Questions</b>
A	Reading Interest	1, 2, 3, 4, 5, 6, 7	To get information about the students' reading interest
A	Needs	8, 9	To get information about the students' need of English story book
B	Input	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12	To get information about the input that the students are interestes in
B	Students' Motivation	13, 14, 15	To get information about the students' motivation in reading English story book

The data gained from the needs analysis was analyzed by calculating the percentage of each answer in the first questionnaire. The answer with the highest percentage was considered as the

representation of the learners' actual condition. The percentage was calculated using the following formula proposed by Sugiyono (2008) :

$$P (\%) = \frac{f}{N} \times 100$$

Note:

P = Percentage (%)

*f* = Frequency

N = Number of respondents

100 = Fixed number

## 2. Development Stage

The second procedure of this study was Development Stage. After knowing the students' needs related to data of the research stage, the researcher start to writing and designing first draft of story book based on character eduaction. The first draft was developed based on selected characters, such as honest, hard work, discipline, courageous, responsible, independent, simple, fair, and care.

## 3. Evaluation Stage

The third procedure of this study was Evaluation Stage. In the first action, the draft of story book that had been developed in the previous stage will be evaluated by experts.

In this study, the selected lecture who has competence in judging the contents and design, especially in the development of story book

which developed by researcher. At this stage the researcher developed questionnaires for validator to measure the achievement of objectives in making product development. The list of validators as follows:

a. Validation Lecturer for Content of Story book

- 1) Lecturer of English Department, Faculty of Tarbiyah and Teacher Training IAIN Kediri and competence for content of story book especially in language use

b. Validation Teacher for Design of Story book

- 1) Art Teacher of Senior High School 3 Kediri and competence for picture design.
- 2) Expert on fine art or picture design

The expert judgment is in the form of open-ended questionnaire. The questions are used to check whether there are some parts of the developed story book that need to be changed or revised, in terms of content, language, design, layout, and so on. The organization of the questionnaire is as follows whereas the complete questionnaire was attached in the Appendix C and Appendix E :

**Table 3.2. The Organization of the Expert Validation Questionnaire**

No.	Validator	Topic	Number of Items
1.	<b>Expert of Design</b>	<i>Cover</i> a. Title b. Colour	1, 2, 3, 4
		<i>Illustration</i> a. The use of picture illustrations b. The layout of picture and writing c. Visual design	5, 6, 7, 8, 9, 10, 11, 12, 13

		<i>Anatomy</i> a. Page design b. Layout c. Font type	14, 15, 16, 17
2.	<b>Expert of Content</b>	<i>Content Feasibility</i> a. The content of story b. Values of Character Education c. Story development	1, 2, 3, 4, 5
		<i>Language Feasibility</i> a. Language use	6, 7, 8, 9, 10, 11

These questionnaires uses *Scale of Likert* as the measurement. There are five response categories were weighted by numbers, 5 (very good), 4 (good), 3 (fair), 2 (poor), and 1 (very poor).

Next, to calculate the average score, the researcher using this

formula : 
$$\bar{X} = \frac{\sum x}{N}$$

Description :  $\bar{X}$  = average score

$\sum x$  = total score

$N$  = total items

The quantitative data taken from the expert judgment through questionnaire given for each experts are analyzed by using descriptive statistics. Respectively, it was converted into qualitative data on the scale of five to comprehend the product quality, as shown in Table 3.3 (Eko Putro Widoyoko, 2009).

**Table 3.3. The Conversion of Quantitative Data into Qualitative Ones.**

Formula	Score Interval	Classification
$X \leq Xi + 1.8 \times sb_i$	$X > 4.2$	Very good
$Xi + 0.6 \times Sb_i < X \leq Xi + 1.8 \times Sb_i$	$3.4 < X \leq 4.2$	Good
$Xi - 0.6 \times Sb_i < X \leq Xi + 0.6 \times Sb_i$	$2.6 < X \leq 3.4$	Fair
$Xi - 1.8 \times Sb_i < X \leq Xi - 0.6 \times Sb_i$	$1.8 < X \leq 2.6$	Poor
$X \leq Xi - 1.8 \times Sb_i$	$X \leq 1.8$	Very poor

Description:

Ideal highest score = 5

Ideal lowest score = 1

$X$  = gain score (empirical score)

$Xi$  = ideal mean

$$= \frac{1}{2} (\text{ideal highest score} + \text{ideal lowest score})$$

$$= \frac{1}{2} (5 + 1)$$

$$= 3$$

$Sb_i$  = ideal standard deviation

$$= \frac{1}{6} (\text{ideal highest score} - \text{ideal lowest score})$$

$$= \frac{1}{6} (5 - 1)$$

$$= 0,67$$

Then, the judgment from an expert will be used as evaluation to revise the medium. The result of revised medium will be tested in SD N Burengan 2 Kediri. The try out was carried out in 15 minutes before beginning the class. To complete the data, in the second action the researcher gives a questionnaire for student. The aim of questionnaire



was to capture students' opinions about the product of story book based on character education. The organization of the questionnaire can be seen in Table 3.4. The complete questionnaire of Try-out Media can be seen in Appendix G.

**Table 3.4. The Organization of Try-out Media Questionnaire**

No.	Topic	Number of Items
1.	<b><i>The Cover</i></b> a. Title b. Colour	1, 2
2.	<b><i>The Contents</i></b> a. The content of story b. The language use c. The layout of picture and writing d. Students' interest in story book	3, 4, 5, 6, 7, 8
3.	<b><i>The Layout</i></b>	9, 10

Next, to calculate the average score, the researcher using this

formula : 
$$\bar{X} = \frac{\sum x}{N}$$

Description :  $\bar{X}$  = average score

$\sum x$  = total score of all students

$N$  = total respondent (student)

The quantitative data taken from the try out media through questionnaire given for students are analyzed by using descriptive statistics. Same as the expert judgement, the result of try out converted into qualitative data on the scale of five to comprehend the product quality, as shown in Table 3.5.

**Table 3.5. The Conversion of Quantitative Data into Qualitative Ones.**

Score Interval	Classification
$X > 4.2$	Very good
$3.4 < X \leq 4.2$	Good
$2.6 < X \leq 3.4$	Fair
$1.8 < X \leq 2.6$	Poor
$X \leq 1.8$	Very poor

#### 4. Product Finalization

The last procedure of this study was Product Finalization. This stage was carried out after get data findings in the evaluation stage. The product that had been revised and evaluated then became the final draft.

Based on explanation above, there are quantitative data and qualitative data collected in procedure of study. The organization of instrument specifications in collected data is as follows:

**Table 3.6. The Organization of Instrument Specifications**

Phase	Subject	Data Collection	Instruments	Data Analysis
Need Analysis	Teacher	Interview	-	Descriptive Statistic
	Students	Survey	Questionnaire	Descriptive Statistic
Expert Validation	Lecturer	Survey	Questionnaire (Validation sheet)	Descriptive Statistic
	Art teacher	Survey	Questionnaire (Validation sheet)	Descriptive Statistic
Try-out Media	Students	Survey	Questionnaire	Descriptive Statistic