

CHAPTER III

RESEARCH METHOD

In this chapter, the researcher will discuss the steps which used in conducting research. This chapter consists of research design, subject of the study, population and sample, location of the research, instruments, data collection and data analysis.

A. Research Design

The design of this research is descriptive qualitative research. The researcher uses descriptive qualitative method because she wants to give complete information about the curriculum concept of liberal arts education. This research will describe deeply about the curriculum concept that is used at Universitas Pembangunan Jaya (UPJ) South Tangerang.

Qualitative research method has its' own research instrument. The instrument is different with quantitative research instrument. In qualitative research method, the researcher herself even becomes the instrument while other instruments just like notes, tape recorder (video/audio), and camera.

According to Nasution (1992:9), the researcher is key instrument or main research instrument. The researcher itself conducts observation or unstructured interview, often just use notes. It's only human instrument that can understand the

meaning of interpersonal interaction, reading face expression, also examining feeling and value that is in respondent action and speech.⁷⁷

B. Object of Study

Every research has to certain object to be observed. The object of this research is the curriculum concept of Liberal Arts Curriculum at Universitas Pembangunan Jaya South Tangerang.

C. The Location of the Study

The researcher takes the research in Universitas Pembangunan Jaya, Jalan Boulevard Bintaro, Bintaro Jaya Sektor 7 South Tangerang, Banten, Indonesia. The telephone number is (021) 745-5555. The location is taken because there are only three universities that apply Liberal Arts Education; Universitas Pelita Harapan, Universitas Pembangunan Jaya, and Universitas Paramadina. The researcher chooses Universitas Pembangunan Jaya because the university has already the clear concept of Liberal Arts curriculum and also the research institute of Liberal Arts Education.

Universitas Pembangunan Jaya (UPJ) is a new university that is built by Pembangunan Jaya business group with Operational Permission accords with Ministerial Decree Letter Number 38/D/O/2011 on February, 25th 2011. Pembangunan Jaya business group has 17 businesses that run in property, manufacture, management consultant, design consultant, contractor, recreation,

⁷⁷ Andi Prastowo. *Metode Penelitian Kualitatif dalam Perspektif Rancangan Penelitian* (Jogjakarta: Ar-Ruzz Media, 2012), 43.

trade, mechanical and electrical, and education. It has 50 years of experiences in organizing exertion sector and convinced to make subservient of some of the exertions for education to build high quality human resources. This conviction has been realized by building Pendidikan Jaya foundation since September^{3rd} 1992.

Pendidikan Jaya foundation has sheltered the education organization of Pembangunan Jaya kindergarten, elementary school and high school, since 1992 in Bintaro. Then Global Jaya kindergarten, elementary school and high school in 1995, also Pembangunan Jaya II kindergarten and elementary school in Surabaya since 2006.

Pembangunan Jaya (PJ) realized of the duty as a part of education institute in this nation and by experience to build human resources through elementary and high school, PJ has confidence to step more by building university named Universitas Pembangunan Jaya. The main organization of PJ thought it was the time for opening up a unique university that is suitable with the strength also has a chance to create the next generations that can support nation's life to be intelligent, creative, moralized, responsible people who can create new job vacancies.

Universitas Pembangunan Jaya has already ten departments, namely:

1. Accountancy
2. Management
3. Psychology
4. Communication Science
5. Product Design
6. Visual Communication Design
7. Information Technique

8. Information Technique
9. Information System
10. Civil Technique
11. Architecture

D. Data Sources

In qualitative research, the researcher as human instrument works with data collection technique just like observation and interview. So, the researcher has to interact with the data source. Therefore, qualitative researcher has to know well the informant. Here are the data sources:

1. Observation

The researcher has to do observation to get information from Universitas Pembangunan Jaya (UPJ). The observation comprises visiting the university directly and asking for the curriculum of the university to the informants.

2. Interview

Interview is a meeting of two persons to exchange information and idea through conversation so that the meaning can be constructed into certain topic.⁷⁸ In qualitative research method, the researcher uses interview. Therefore, the researcher has to decide the main informants who are suitable with the research focus, they are:

a. Gita Widya Laksmi Soerjoatmodjo, M.A., M.Psi., Psi

Gita is the chief of LSE unit and the lecturer of Universitas Pembangunan Jaya.

⁷⁸ Sugiyono, *Memahami Penelitian Kualitatif*. Cet.III. (Bandung: Alfabeta, 2007), 72.

b. Yuka Dian Narendra Mangoenkoesoemo, S.Sn., M.Hum.

Yuka is the staff and lecturer of Universitas Pembangunan Jaya in Humanity studies.

If the data is not enough from the main informants, the researcher will add the number of the main informant and also develop the supporting informants who are related with the object of research.

Informant is a person who can give main information that is needed in our researches.⁷⁹ There are some terms for a person stated as a research informant. Moleong stated that there are five terms that informant should have:

- a. The person must be honest and reliable
- b. The person is obedient to rules
- c. The person is talkative, not an untalkative or silent person.
- d. The person is not a member of an opposition group in research background
- e. The person has certain paradigm about the ongoing event.⁸⁰

3. Documentation Study

In order to get the validity and reliability of data, the researcher should have documentation.

⁷⁹ Andi Prastowo. *Metode Penelitian Kualitatif dalam Perspektif Rancangan Penelitian* (Jogjakarta: Ar-Ruzz Media, 2012), 145.

⁸⁰ Lexy J. Moleong. *Metodologi Penelitian Kualitatif*. Cet XIV. (Bandung: PT. Remaja Rosdakarya), 196.

E. Data Collection

The main data collection techniques are non-participants observation, in depth interview, documentation study, and triangulation⁸¹. There are some steps to collect the data, they are:

1. The researcher asks for permission to the university to do a research there.
2. The researcher collects some data about Liberal Arts education through books and internet.
3. After getting permission from Universitas Pembangunan Jaya (UPJ), the researcher goes to the university to meet the informants.
4. The researcher observes UPJ environment and asks for some documentations.
5. The researcher has some interviews with the informants.
6. The researcher analyzes while collecting data by comparing data from books with data from the field.

F. Data Analysis

According to Andi Prastowo, data analysis in qualitative research method is done continuously from the beginning until the ending of the research; by inductive method; and seek pattern, model, theme, also theory.⁸² Conceptualization, categorization and description are developed based on incident that is gotten while the field activity is on going. Data collection and analysis go on simultaneously.⁸³

Therefore, the researcher will analyze the data as the data collection runs. The analysis will describe the curriculum concept of Liberal Arts education which consists of definition, curriculum dimension, curriculum function, curriculum

⁸¹ Sugiyono, *Memahami Penelitian Kualitatif*. Cet.III. (Bandung: Alfabeta, 2007), 147.

⁸² Andi Prastowo. *Metode Penelitian Kualitatif dalam Perspektif Rancangan Penelitian* (Jogjakarta: Ar-Ruzz Media, 2012), 45.

⁸³ *Ibid.*, 46.

consists of definition, curriculum dimension, curriculum function, curriculum role, and curriculum theory. Then the researcher also compares the curriculum design with Liberal Arts Core Curriculum that exists in America, in order to find the design of Liberal Arts education at UPJ.

G. Trustworthiness of the Finding

In order to check the reliability and validity of data, the researcher uses triangulation as means. Triangulation is the division of a map or plan into triangles for measurement purposes, or the calculation of positions and distances using this method.⁸⁴ A qualitative researcher is focused on describing and explaining reality, and all of the design choices relates to this activity at last. By staying in research location, the researcher has an opportunity to make the best use of data triangulation, investigator triangulation, theory triangulation, methodological triangulation, and interdisciplinary triangulation.⁸⁵

The researcher intends to use data triangulation in this research. Data triangulation is applied when the researcher compares the implementation of Liberal Arts education between bu Gita Widya Laksmi and pak Yuka Narendra, who are the implementer and creator of Liberal Arts education at UPJ. Yuka will be the confirmer of Gita's statement in this research, based on the interview. Pak Yuka is chosen as confirmer because he joined in UPJ earlier than bu Gita and his position at Liberal Arts research institute was right under Bu Prof. Mayling Oey Gardiner Ph.D., the pioneer of Liberal Arts education at UPJ.

⁸⁴ Cambridge Advanced Learner's Dictionary. Third Edition.

⁸⁵ Norman K Denzin & Yvonna S. Lincoln, *Handbook of Qualitative Research*. Terj. Dariyatno, Badrus Samsul Fata, Abi, John Rinaldi (Yogyakarta: Pustaka Pelajar, 2009), 275.