CHAPTER III

RESEARCH METHOD

This chapter discusses the methods used to conduct the research. This section describes and summarizes the research design, research subjects, research instruments, data, data collection methods, and data analysis.

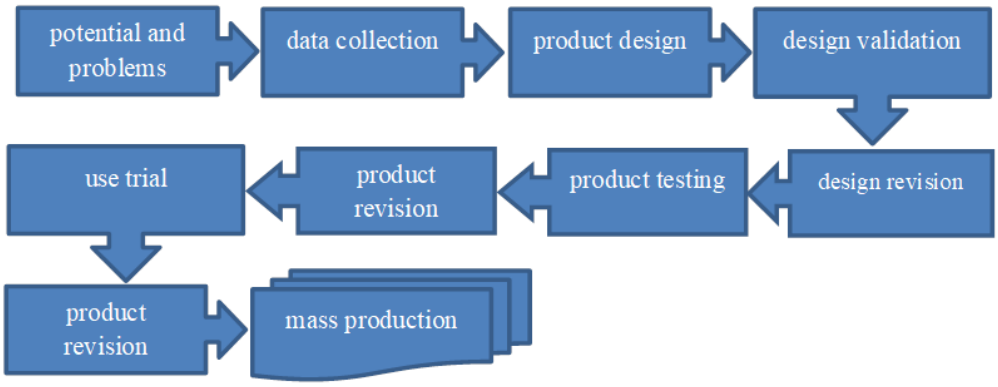
A. Research Design

Based on the objective of this research, this research uses a research and development design. Research and Development research is a research method used to produce certain products, and test the effectiveness of these products (Sugiyono, 2019). This research and development aims to produce new products through the development process. Thus, the animated video media that has been developed with maximum effort is expected to reap maximum results as well. The procedure for developing this animated video media refers to the Research and Development procedure with the steps that the researcher takes to achieve the research objectives.

As mentioned earlier, the researcher makes animation that tells stories about Kediri's folklore, but here the researcher wants to mix the Japanese anime style in making animation. Animation is expected to be used as a medium for learning English for young learners, as well as being able to introduce local wisdom to the audiences.

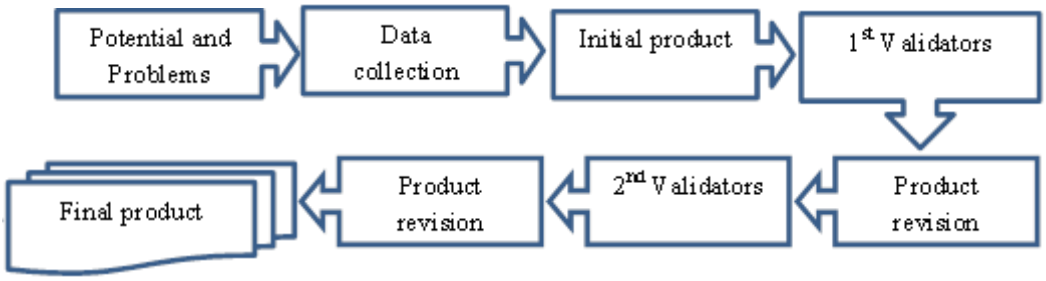
Development or Research and Development is the process of developing educational tools which are carried out through a series of

studies using various methods in one cycle through various stages. The cycle used by research and development method the researcher is using Dick and Carey's cycle, in which there are ten stages as presented in the following figure:



Picture 3.1 *System Approach by Dick and Carey*

In this study, the researcher still uses the Dick and Carey research cycle. However, to make it easier to conduct research, the researcher made a few modifications to the cycle and became a new cycle that is more effective and efficient. The following images are presented:



Picture 3.2 *Research and Development cycle after modification*

Before making an animation, the first step that the researcher does is planning and concept. In this step, the researcher focuses on finding the title of the story to be adapted as well as looking for references. The researcher also researches to find relevant topics and in accordance with the adaptation needs later. This makes the researcher more focused on one theme and storyline of an animation.

The second step after planning is writing an outline. Outline writing is the process of writing scenarios. This step makes it easier for the researcher to focus on determining the plot and the storyline. By writing an outline first, the story becomes more organized and systematic. In addition, the researcher finds it easier to determine how a story begins and how a story ends.

The next step is that the researcher starts designing the characters. After that, the beginning animation production process. In this step, the researcher turns a concept into a whole new product. From starting to pay attention to the layout, key-frames, coloring, adding dubbing, and adding sound FX. Until finally it is edited in such a way and rendered into an animation that is ready to use.

After the animation has been created, the next step is the analysis carried out by the Validator. The researcher sent the animation to the validator accompanied by a questionnaire which the validator had to fill in to assess the feasibility of this animated product. Validator analysis is very important in the process of developing a product. The validation process

serves to provide an assessment of the product and how it should be developed in the future before it is finally ready for production.

The validator who analyzes cannot be a random person, the validator must be a person who is considered an expert in his field. The validators chosen in this research are people who are experts in the media field and another is a language expert. After getting an assessment from the validator, the researcher starts the revision process. The revision process is the process of perfecting a product based on the validator's assessment. The researcher perfects the product based on the results of the validator's assessment and then develops the product until it becomes the final product as expected. After going through all the processes, an appropriate animation for learning media is created.

B. Research Purposes

Research and Development aim to produce a product, so it needs to be assessed. Here are the goals to be achieved by the researcher:

a. Creating English learning media for young learners.
b. As a means to introduce Kediri’s cultural stories to the next generation.

Based on the objectives above, it can be concluded that the purpose of development research is to produce a product through a testing or verification process to produce a product that is valid, practical, efficient, and effective.

C. Research Instruments

One of the most important aspects of conducting research is determining how to obtain and collect the necessary data: the researcher has tried to use acceptable research instruments. According to Arikunto (2013), research instruments are tools used by researchers to simplify their work and obtain better results by collecting data methodically, completely, and systematically. This allows data to be processed more easily.Research instruments are tools or objects used to obtain information to answer research questions. Since the researcher is the most important tool in qualitative research, he or she collects data by studying documents, interviewing individuals, and observing activities.

There are several ways to collect data. For the data from this research, the researcher collected the data through a questionnaire. The questionnaire was chosen because it was considered that it could be used to collect data about the validator's views on whether the product being created was feasible or not. Apart from the questionnaire data will also be obtained from the researcher. Because this research is in the form of a product, one of the earliest research instruments is the researcher himself. Because of the feasibility of a product before being tested on the validators, the product must be followed with what is standardized by the researcher himself.

D. Data

The data used in this folklore animation development research is divided into two types of data. The first data was obtained from validation sheets from material experts and literature construction experts to assess the feasibility of the developed media. The second data is obtained from the animation itself which then becomes a product that is assessed by the validators.

E. Data Collection Method

Data collection uses a questionnaire. The questionnaire is a list of written or printed questions that must be answered by the validator. In this study, a questionnaire was used to collect data about whether or not this animation.

The questionnaire was chosen because it has advantages in expressing one's opinion or response both individually and in groups to a problem, the questionnaire also being able to collect information on a wide scale in a short time and maintain the objectivity of respondents from outside influences on a problem under study.The steps taken in product validation are as follows:

1) Ask for the willingness of the validator to validate the product to be developed.
2) The researcher asks the validator to validate the product according to their field by filling out a questionnaire.

3) The questions on the questionnaire are submitted to the validator to test the validity of the product produced.
4) After filling out the questionnaire, the validator is asked to submit his suggestions in the line below the questionnaire column.

After the learning media has been validated, the results of the validation are analyzed to determine the validity of the teaching materials developed. If the results of the validation analysis show that the validity score has not been reached, the researcher must revise it according to the suggestions given by the validator.

F. Data Analysis

The data obtained were then analyzed. The data analysis technique in this study was to describe all opinions, suggestions, and validator responses obtained from the criticism and suggestion sheets. The data from the questionnaire is qualitative data which is quantified using the Linkert Scale with four levels of criteria and then analyzed by calculating the percentage of item scores for each answer to each question in the questionnaire.

$$p = \frac{x}{\sum xi} \times 100\%$$

Information:

P = The score sought

X = Total number of respondents' answers in all points

$\sum xi$ = Total ideal score in points

100% = Constant Number

Then look for the percentage of eligibility/validity criteria. The validation criteria used can be seen in the table as follows:

Value Scale (%)	**Eligibility/Validity Level**
85,01 – 100,00	Very Valid, no revision needed
70,01 – 85,00	Valid, can be used but needs minor revision
50.01 – 70,00	Less valid, usable but major revision
01,00 – 50,00	Invalid, can't be used

Based on the table above, the assessment is said to be valid if it meets the achievement requirements ranging from > 50.01 – 100.00 of all the elements contained in the expert assessment questionnaire. The assessment must meet valid criteria. If the criteria are not valid, revisions are made, until they reach valid criteria.