

CHAPTER 3

RESEARCH METHOD

This chapter, the researcher explains the research method. In this chapter, the discussion are about : (1) setting of the research to explain about research place; (2) subject of the reserach to explain about the person to research; (3) type of research to explain the type and reason of the research and reason; (4) source of data to explain the data in this research; (5) technique of data collection to explain technique and methode of collection data in this research; and (6) technique of data analysis to explain the procedures and process of analysis in this research.

3.1. Setting of the Research

The research was conducted in the fifth grade of SD Unggulan Terpadu Bumi Kartini Jepara. This school is located on Cangkring street RT 03 RW 01 Kuwasen Jepara. There are six levels, where in each level consists of four classes and has 26 students. The name of the class in this school is unique, it using the name of cities and countries in the world. The researcher did this research in the fifth grade students of SD Unggulan Terpadu Bumi Kartini Jepara in the academic year 2018/2019.

3.2. Subject of the Research

The subjects of this research were the fifth grade students of SD Unggulan Terpadu Bumi Kartini Jepara in the academic year 2018/2019. The subjects as the sample of the research will be taken based on purposive sampling. By applying purposive sampling, the researcher will not change the composition of students in the classroom and it will not disturb the teaching and learning process which has happened. There are four classes in fifth levels, fifth grade Tiongkok, fifth grade India, fifth grade Perancis, and fifth grade Korea Selatan. Both consist of 26 students. Based on the sampling, it is chosen fifth India as the subject.

3.3. Type of Research

In this study, the researcher uses qualitative research in the form of descriptive method. The reason why the researcher used this method is that qualitative method is based on natural setting, the study should be conducted under the most natural conditions possible. Yin (2011:10) stated that “Qualitative research is defined as research devoted to developing an understanding of human systems. It will be conducted in a natural setting, without intentionally manipulating the environment. It typically involves highly detailed rich descriptions of human behaviours and opinions. The perspective is that humans construct their own reality, and an understanding of what they do may be based on why they believe they do it. In qualitative research, it is not necessarily assumed that the findings of one study may be generalized easily to other settings. There is a concern for the uniqueness of a particular setting and participants. All the characteristic is according to the writer is perfect to use on this research”.

From the definition above, it can be seen that qualitative research focuses on the natural phenomena, and natural behaviour of the subject research. The researcher should make the report based on whatever it is without any manipulation. The aim is to know the existing phenomena on a certain environment, community, class, or even phenomena from a single person.

3.4 Source of Data

Source of the data in this research will be collected during the research, and it can be broken down as follows:

1. Event

Events as the source of the data are in form of the teaching vocabulary activities by using cartoon video in SD Unggulan Terpadu Bumi Kartini. The activities will be observed are those in fifth grade India.

2. Informant

Informants are the students and the teacher of that class. They will be interviewed in order to get information dealing with the implementation of and the teacher of that class. They are interviewed in order to get information dealing with the implementation of cartoon video to teach vocabularies.

3. Document

The documents are in form of written information. The researcher will be analysed the lesson plan and the students scores during the implementation of cartoon video. In addition, the researcher put some photographs of the students in teaching vocabulary.

3.5 Technique of Data Collection

Data of this research will be collected through several instruments:

1. Observation

Kothari (2004:96) stated that observation is used for the purpose of description of setting, activities, people, and meaning of what is observed from the perspective of the participants. Observation becomes a scientific tool and method of data collection for the researcher, when it serves a formulated research purpose, is systematically planned and recorded and is subjected to checks and controls on validity and reliability.

In this research, observation will be focused on the process of teaching and learning vocabulary using cartoon video. Observation lead to deeper understanding, because it provides a knowledge of the context in which the event occur, and it enables the writer to see that the participants themselves are not aware of, or that they are unwilling to discuss. The aim of the observation is to gain the data. The data are in form of the students teaching vocabularies in the class. The researcher will stay in the class during the teacher learning process, and the behaviour is recorded by using a handy cam. In this stage, the researcher also took some notes if it is necessary. From the observation, the researcher get the data in form of description of teaching and learning process using cartoon video.

2. Interview

Yin (2011: 54) states that “interview is a conversation with a purpose. The purpose for doing an interview include, among others, obtaining here and now constructions of persons, events, activities organizations, feelings, motivations, claims, concern and other entities, reconstruction of such entities as experienced information (construction, reconstruction, or projections) obtained from other resources, human, non human (triangulation) and verification,

emendation and extension of constructions developed by the inquirer (member checking).

The researcher will conduct the interview to the teacher and students. The function of this to gain the opinion from the teacher and students about the implementation of cartoon video in teaching vocabulary. The researcher will use a semi-structure interview that has many characteristics as stated by Kothari(2004: 103):

- a. The interviewer and respondents engage in a formal interview
- b. The interviewer develops and uses an “interview guide”. This is a list of questions and topics that need to be covered during the conversation, usually in a particular order
- c. The interviewer follows the guide, but is able to follow topical trajectories in the conversation that may stray from the guide when he or she feels this is appropriate

By conducting the interview, the researcher will get the data dealing with the teaching of vocabulary using cartoon video. The respondents are the students receive teaching vocabulary by using cartoon video and the teacher who teach vocabulary. The researcher will interview to obtain the data about the teacher’s problems in teaching vocabulary. The guideline of interview can be described as follows:

Table 3.5.2 Interview Guideline for the Teacher

No.	Component of Interview
1.	To know the general process of English teaching learning activity, teaching learning vocabulary and by using cartoon video.
2.	To know whether cartoon video can improve the students’ vocabulary mastery.
3.	To know the teacher’s problems during the process while applying cartoon videos in teaching vocabulary.

3. Questionnaire

The researcher will use the questionnaire to get the detail information of students’ problems in learning vocabulary through cartoon video.

The guideline of the questionnaire can be described as follows:

Table 3.5.3 Questionnaire Guideline for the Students

No.	Component of Questionnaire
1.	To know the students' interest in learning vocabulary.
2.	To know the students' improvement in learning vocabulary by using cartoon video.
3.	To know the students' problem in learning vocabulary.

4. Documentation

The researcher will conduct by documentation too. Documentation is the evidence provided (in the form of endnotes, footnotes, and entries in bibliographies) for information and ideas borrowed from others. That evidence includes both primary sources and secondary sources.

5. Field Notes

The field notes in this action research is used to know the activities during the teaching learning process, such as how teacher carries out the material and the student response.

3.6 Technique of Data Analysis

In analysing data, the researcher will use interactive Model that has been explained by Miles and Huberman in Koshy (2005:113), the provide some steps in analysing the qualitative data the steps are as follows:

a. Data collection

Data collection is any process of preparing and collecting data, for example, as part of a process improvement or similar project. The purpose of data collection is aimed to obtain information to keep on record, to make decisions about important issues or to pass information on others.

b. Data reduction

Data reduction refers to the process of selecting, focusing simplifying, abstracting and transforming the data that appear in the written up field notes or transcription. In this step the researcher does some activities. Because of the data available in

many kinds of pattern, the researcher need to select which one is important or not. After the researcher transforms it into a written report that can be read.

c. Data display

After transforming into kind of written report, the data would be display into a kind of graph, chart or network. Koshy (2005: 114) also adds the purpose is to make organised information into an immediately available, accessible, compact form so that the analyst can see what is happening and either draw conclusions or move on to the next step of analysis which the display suggest to be useful.

d. Drawing conclusion and verification

In this step, the researcher will try to decide what things means, note the regularities, and explain. The researcher will be holds this conclusion until all data are more explicit and grounded, besides, the action researcher also draws conclusions as the project progresses.

