CHAPTER III

RESEARCH METHODOLOGY

A. Methodology of Research

In this research, researcher used qualitative methods. Qualitative research is a research process that is carried out accurately and fairly following real conditions in the field without any manipulation, and the type of data collected is mostly qualitative data.[1] This research uses a descriptive qualitative approach. According to Chaterine Marshal, qualitative research or qualitative research is defined as a process that tries to gain a better understanding of the complexity that exists in human interactions.[2]Meanwhile, descriptive research is defined as research that intends to create information (descriptive) about situations or events.[3]

By choosing this qualitative research method the researcher hopes to obtain data that complete and accurate. Judging from the nature of the data presentation, The author uses descriptive research methods does not seek or explain relationships, does not test

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[1] Drs. Zainal Arifin, M.Pd, *"Penelitian Pendidikan",*Bandung: PT. Remaja Rosdakarya,2014

[2] Jonathan Sarwono, *Metode Penelitian Kuantitatif dan Kualitatif,* (Yogyakarta: Graha Ilmu, 2006), 193

[3] Sumadi Suryabrata, *Metodologi Penelitian*, (Jakarta: Rajawali Pers, 2010),76.

hypothesis or prediction.

B. Research Design

Qualitative research is generally used as research on people's lives, behavior, history, social activism, organizational functionalization, and others. One of the reasons researcher use this approach qualitative, namely the researcher's experience of this method can be used to discover and understand about phenomena whose reasons are not easy to find.

Apart from that, descriptive qualitative tends to be more under the paradigm of functionalism, objectivism, and social facts. That's why this type of research is qualitative descriptive because it matches the title of the research so the data presented is in the form of written or spoken words from observed behavior.

Design research in this study is to seek the data needed to be able to answer the questions of the investigation. To make this research objective and accurate, the researcher have interviewed member of CLI Club and language teachers at Al- Madina Islamic Boarding School.

C. Research subject

Subjects in this study were selected purposively, the criteria used in determining the subjects of this research are as follows:

Student

1. 10 students consisting of CLI club members

2. Students have been trained for at least one year to join the CLI club

Teacher

1. 3 CLI club guidance teachers

2. Mastering language

3. Firm and able to give instructions

4. Have the ability to speak the language well

D. Location of The Study

The research entitled " Public Speaking Strategy and Implementation as a way of Da'wah in CLI Club " have conducted at Al-Madina Islamic Boarding School. This Boarding School is located in Jl. Kadu Bincarung, Kadu Bale, Grobok, Pandeglang regency.

E. Instrumental of The Research

1. Observation

In this study, researcher conducted non-participant observer. Non-participant observer is where the observer does not participate in the life of the person to be observed, and separately serving as an observer. In this case the researcher came to Al-Madina Islamic Boarding School to observe how the activity was going not take part in the activity. Researcher

have observed the strategy and implementation of public speaking ability, which involves direct activities at the research location at Al-Madina Islamic Boarding School. In this case the researcher only records, analyzes and draws conclusions about the object under study.

Observation is conducted twice : The first is carried out when the activity is taking place to find out how the activity was carried out well or not, and what form of strategy was used. the second is carried out when the activity has been completed, to find out how it is implemented in students' daily lives regarding language.

2. Interview

In this step, the researcher have interviewed participants in two parts which will involve ten students of member CLI and Language Teacher. The informant determination technique carried out by reseacher is a purposive sampling technique. According Sugiono purposive sumpling is a data source sampling technique with certain consideration. These particular considerations,for example that person who is considered to know best about what we are expect, or maybe he is the ruler so that it will make it easier for researcher to explore the social object/situation being studied. First, the researcher have interviewed ten students of member CLI at Al-Madina Islamic Boarding School directly on location. The interview started when students carry out activities in the field to obtain information on the Strategy of the Public Speaking program on wich activity in CLI Club speaking abilities, and the implemantation of Public Speaking

progam. Second, the researcher have interviewed the language teacher to obtain information about the Strategy and implemantation of the Public Speaking program on students' speaking abilities, students' difficulties in the Speakimg and solutions to overcome these problems.

F. Technique of Data Collection

In this session, the data collected by the researcher are observation, interview, and documentation.

1. Observation

Observation is an activity involving a process of observing objects with the aim of feeling and then understanding knowledge of a phenomenon based on the skills and ideas needed to solve a problem from the information which will later be managed into research. As quoted by Hardani et al. states that observation is a process of collecting data by observing ongoing activities.

In this research, researchers conducted non-participant observations. Because the Observer does not participate in the activity but is only an observer, it is called a non-participant Observer. In this case the researcher came to the Al-Madina Islamic Boarding School to observe how the activities taking place did not follow these activities. Researchers have observed strategies and how public speaking activities take place with efforts to improve students' speaking skills involving direct activities at the research location at the Al-Madina Islamic Boarding School. In this case the researcher only notes, analyzes and draws conclusions about the object under study.

2. Interview

Interviews provide more in-depth information that can help researchers gain understanding, in accordance with Sugiono's statement. Broadly speaking, an interview is communication between two people involving someone who wants to obtain information from another person by asking questions based on certain objectives.[4]

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[4] Deddy Mulyana.2013. *"Metodologi Penelitian Kualitatif"* Bandumg: PT. Remaja Rosdakarya, p.201

Participant answers have supported the research questions of this study. The purpose of the interview is that it is hoped that the researcher found out more deeply about Activity at Al-Madina Islamic Boarding School, found the Strategy faced by students during this Public Speaking program, and solutions to overcome these problems.

G. Data Validation Techniques

Data validity criteria are divided into four types, namely: Trust (credibility), Transferability (transferability), Dependability, and Certainty (confirmability). In checking the data researchers used Data validity checking techniques are:

1. Trust (credibility)

Data credibility is intended to prove that the data collected is appropriate actually. There are several techniques for achieve credibility, namely: extend observations, increased persistence in research, triangulation, discussions with colleagues, and member checks[5]

2. Triangulation

Triangulation is an examination technique data validity by utilizing various sources outside the data as comparison material.

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[5] Sugiyono. Meode Penelitian Kualitatif, (Bandung: Alfabeta, 2017), 185-193.

Then a cross check was carried out to ensure the research results can be accounted for.

In this research, researcher used two triangulations, namely data source triangulation and triangulation method. Researcher use triangulation data sources by cross checking data sources namely between primary data sources and data sources secondary with the same technique. In addition, researcher using triangulation method, namely result data interviews were cross checked with the result data observation. In this case it's not just that search for truth, but more for understanding subject to the world around him. In order to achieve standard credibility research result. Researcher utilize similar previous research with this research as comparison material so that the data can be accounted for. Mark The purpose of triangulation is to find out the data obtained widely, inconsistently, or contradiction. Therefore by usingtriangulation techniques in data collection, then the data obtained will be more consistent, complete and Certain.

3. Dependability

This criterion is used to maintain caution there is a possibility that errors will occur collect and interpret data so that

the data can be accounted for scientific. Mistakes that humans often make this includes researcher.

H. Technique of Data Analysis

According to Bogdan, data analysis is the process of methodically looking for patterns and organizing the data in a way that makes it understandable. The entire data set is processed using an analysis method.[6] Analyzing anything involves looking at it from the inside out to determine what it is and how it functions.

In this study, researcher used data analysis methods developed by Miles and Huberman, which include three steps: data reduction, data display, and conclusion drawing verivication.

a. Data Reduction

Data reduction is the initial step in the analysis of qualitative data. Data reduction is the process of summing up, selecting the essentials, concentrating on what matters, and searching for themes and patterns.[7]

In this case, the researcher selects information that includes interviews, observation of students activities, and a list of questions. Than, this summary is examined to identify key details,

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[6] Juliet Corbin, Aslem Strauss, "*Basic of Qualitative Research 3e*", (United States of America: Sage Publications, 208), 63.

[7] Matthew B. Milles, A. Michael Huberman, *Qualitative Data Analysis A Methods Sourcebook, 2 nd Edition*, (Thousand Oaks, CA:SAGE Publication Inc 1994), 11.

classify data, choose the information that is necessary, and arrange the data into the proper format in order to produce insightful findings and recommendations.

b. Data Display

The second step is displaying the data. Information that enables inferences and action is compacted and grouped into views.[8] Currently working on data reduction and visualization based on the formulation of research topics. This stage is accomplished by providing a collection of information that is organized and feasible. Make a determination. Conclution are reached after showing the data.

c. Conclusion Drawing/Verivication

The third step of qualitative data analysis is drawing conclusion and verivication. The qualitative analysis starts to determine what matters from the very beginning of data gethering by noticing regularities, patterns, explanations, potential configurations, causal processes, and propositions.[9] As with analyst outcomes, conclusions are also validated.

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[8] Matthew B. Milles, A. Michael Huberman, *Qualitative Data Analysis A Methods Sourcebook, 2 nd Edition*, (Thousand Oaks, CA:SAGE Publication Inc 1994), 11.

[9] Ibid, 11.

In this step, the researcher make inferences and confirms the findings from study qustions that have been addressed through the comparison of observational and interview data. After the data is gathered, the conclusion image is started by drawing speculative conclusions. In this words, it can be argued that the conclusion is continually examined and checked for its accuracy to obtain perfect conclusion about The Strategy and Implementation of Public Speaking Program at Al-Madina Islamic Boarding School.