**CHAPTER III**

**RESEARCH METHODOLOGY**

1. **Objectives of the Research**

This research conduct to analyze in depth the character education values that represented in the texts and pictures of English coursebook entitled “Bright 1” based on *kurikulum 2013 yang disempurnakan (Revisi 2016)* for grade VII of Junior High School.

1. **Method of the Research**

In this research, the researcher uses the descriptive qualitative approach by using content analysis method. The researcher tries to analyze the data and identify the utterance and pictures in coursebook by using thirteen character values.

QCA is a method for systematically describing the meaning of qualitative materials. According to Ary, qualitative research focuses on understanding social phenomena from the perspective of human participants in the study.[[1]](#footnote-1) To analyze the data, the researcher uses content analysis. Content analysis is one of many type of analyzing data in qualitative research.

Content analysis is a research method that uses a set of procedures to make valid inferences of text. These inferences are about the sender of the messages, the message itself, or the audience of the message. The rules of this inferential process vary with the theoretical and substantive interests of the investigator, and discussed in later chapters.[[2]](#footnote-2)

According to Klippendorf, content analysis provides new insights and increases the understanding of the studied phenomena.[[3]](#footnote-3)

Ary states that content analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics of the material. Then, the researcher describes the data is roommates will answer two research question of data analysis above.[[4]](#footnote-4)

. Because content analysis shows the aspects and characteristics of a message, the researcher tries to analyze, to identify, and to describe data of thirteen character education values based on the texts data and pictorial data of an English coursebook for seventh graders of Junior High School entitled “Bright 1” which is published by Erlangga. The writers of this book are Nur Zaida,E. This coursebook is written based on *Kurrikulum 2013 yang disempurnakan (Revisi 2016)*. The coursebook consist of 12 chapters and the researcher use 6 chapters.

The result of this research was described in the form of descriptive. This research was conducted qualitatively with analyze the texts and pictures on the English coursebook.

1. **Instruments of the Research**

The main instrument of the research is the researcher. The researcher was looked, designed, collected, analyzed, interpreted the data, and reported the result of the research.

The researcher used the data sheet as another instrument of research. It used as guidelines to analyze the coursebook. It designed to help the researcher in identifying and analyzing the character education values represented in the coursebook. It describes character education values, pictorial data, text data, pages, and frequency. The format of data sheet is presented as following:

Table 3.1 : The data sheet that finding of character educational values in text data and pictorial data English coursebook “Bright 1” for Grade VII of Junior High School

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| No. | Character Education Values | Text | | Picture | |
| Page | Frequency | Page | Frequency |
|  | Religiousness |  |  |  |  |
|  | Honesty |  |  |  |  |
|  | Tolerance |  |  |  |  |
|  | Discipline |  |  |  |  |
|  | Cooperative |  |  |  |  |
|  | Friendliness/  communicative |  |  |  |  |
|  | Environmental awareness |  |  |  |  |
|  | Social awareness |  |  |  |  |
|  | Responsibility |  |  |  |  |
|  | Confidence |  |  |  |  |
|  | Politeness |  |  |  |  |
|  | Curiosity |  |  |  |  |
|  | Creative |  |  |  |  |

To achieve the goals of the research, the researcher understand indicator of thirteen character education values based on PERMENDIKBUD number 24 year 2016 about character education values are integrated to English lesson for grade VII of junior high school to analyze selected English coursebook.

1. **Techniques of Data Collection**
2. Literature review

The data from this study will collect through several steps of literature review.

1. The researcher read and observes the content of the coursebook thoroughly and analyzes the character education from the text and pictures in each chapter.
2. The researcher describes the character education values in the 2013 curriculum related with the content from each chapter and groups them based on the chapter. The last step, the researcher uses observation checklist to make reader easy on understanding character education values that exist on each chapter.
3. Document Review

Document is a note about past event or phenomenon. Document can be form of writing, picture, or monumental works of someone. The examples of written document are daily note, life histories, story, biography, rules, and regulation.

The examples of picture document are photo, life picture, sketch, etc. document in form of works for example arts, which can be in form of picture, statue, movie, etc.

In this research, the researcher will review the document in form of writing like book, articles, journals, and regulation about 2013 curriculum and character education values.

1. **Techniques of Data Analysis**

In the data analysis of qualitative research, the researcher analyze the finding data in content analysis from the primary data systematically, so that the interpretation can be well understand and findings can be well inform to the readers. Then, the researcher decides to use data analysis technique that is qualitative data analysis.

The data that are obtain from analyzing the document by using an analysis procedure according to Ary, et al. The stages are:

1. Organizing and familiarizing
2. Coding and reducing or eliminating
3. Interpreting and representing.[[5]](#footnote-5)

The researcher organizes the data based on each chapter. Then, the researcher clusters the same character education values in every figure as familiarizing step. Next, the researcher codes and reduces the data based on character education values table and eliminate some data according to the limitation of the study. The last step, researcher gives explanation, interpretation and description related with the data.

1. **Validity and reliability**

This part explains about trustworthiness of the inquiry’s finding in qualitative research. In this case, the writer has an obligation to represent the realities of the research as accurately as possible and must provide assurances in the report that the obligation was met. Some selected techniques possibly to be applied in this research and which are popularly used for qualitative research is triangulation technique. Triangulation is well known strategy to shore up the internal validity of a study. Merriam proposes four types of triangulation: the use of multiple methods, multiple sources of data, multiple investigators, or multiple theories to confirm emerging finding.[[6]](#footnote-6)

Thus, to get the validity of data analysis, the writer used multiple theories. In this case, the writer used more than one theory in analyzing data to find the aspects of character education value in selected English textbook. After got the data analysis, the writer decided the conclusion whether character education values represented in selected textbook.

1. Donald Ary, *et al., Introduction to Research in Education 8th Edition*, 22. [↑](#footnote-ref-1)
2. Robert Philip Weber, Basic Content Analysis 2nd edition (London: Sage Publication, 1990), 9. [↑](#footnote-ref-2)
3. Klause Krrippendorff, *Content analysis: An Introduction to Its Methodology 2nd ed*., 18. [↑](#footnote-ref-3)
4. Donald Ary, *et al., Introduction to Research in Education 8th Edition*, 442. [↑](#footnote-ref-4)
5. Donald Ary, *et al.,* *Introduction to Research in Education 8th Edition* (USA: Wadsworth, Cengage Learning, 2010), 481. [↑](#footnote-ref-5)
6. Sharan B. Meriam, *Qualitative Research; A guided to design and  
   implementation* (USA: Jossey Bass; A willey imprint, 2009), 215. [↑](#footnote-ref-6)