CHAPTER III
RESEARCH METHODOLOGY

A. Method of Research

In this research, the writer used the qualitative approach and content analysis method which analyze the content on English Textbooks. According to Sugiyono qualitative method often called as research method naturalistic cause the research doing in natural setting; qualitative method also called as etnographi method because this method more used for research in field culture antropology, called by qualitative method because collecting data an analysis characteristic more qualitative.¹

Dealing with analysis of textbook, this study was categorized as documentary analysis research. This study was also classified as Descriptive Qualitative Research Design. According to Bogdan and Biklen (2003) in Sugiyono, Descriptive is the characteristic of data in qualitative research because it was taken from documents, audio-video recordings, transcripts, words, pictures, etc.² Moreover, this study is categorized as qualitative research design because this study is aimed to check the quality of the textbook and find out its strengths and weaknesses toward the criteria of good textbook.

Markel (1998) said Content analysis is applicable to many areas of inquiry, with examples ranging from the analysis of

¹ Prof. Dr. Sugiyono; Metode Penelitian Kuantitatif Kualitatif dan R&D, (Bandung: Alfabeta, 2011) p. 8.
² Sugiyono. ; Metode Penelitian Kuantitatif Kualitatif dan R&D. p. 10
naturally occurring language. Berelson (1952) in Krippendorff defined content analysis as “a research technique for the objective, systematic and quantitative description of the manifest content of communication”. For a process to be replicable, it must be governed by rules that are explicitly stated and applied equally to all units of analysis. Berelson argued for “systematicity” in order to combat the human tendency to read textual material selectively, in support of expectations rather than against them. Our requirement of validity goes further, demanding that the researcher's processes of sampling, reading, and analyzing messages ultimately satisfy.

In technique of content analysis the one is document selection and sampling that we will analyze. In this research, the document selection is a textbook which used in SMP/MTs for grade VII.

Based on the above-mentioned theory and elaboration, it can be concluded that the approach is Qualitative approach, the research design of analysis on this paper is Descriptive Qualitative Research and the method is Content Analysis.

**B. The Place**

In this research the writer took the data in SMPN 1 Karangtanjung Kab. Pandeglang. It is located in Jl. Raya Serang – Pandeglang KM. 3, Pandeglang Banten.

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C. Data and Data Source

The data of this study was taken from the textbooks “Bright” from Erlangga Publisher and “When English Rings the Bell” from Ministry of Education grade VII of SMP/MTs. According to Subroto, explains that the data can be obtained from magazines, newspaper, books, etc. The data in this research is all of the content of the textbooks.

The source of the data refers to the subject from which the data are obtained. The source also taken from textbooks “Bright” from Erlangga Publisher and “When English Rings the Bell” from Ministry of Education grade VII of SMP/MTs.

D. Techniques of Data Collection

To get the data about the textbooks used in junior high school, the writer does interview to English teacher in SMPN 1 Karangtanjung and does Literature Study to find out the theories and the literature that have correlation with the problems, the writer did the library research, the writer tried to find out the theory about content analysis and textbook evaluation.

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E. Data Analysis

The writer analyzed the the content in the textbooks by doing some following steps:

1. Listing the characteristic in the text book “Bright” from Erlangga Publisher and “When English Rings the Bell” from Ministry of Education grade VII of SMP/MTs.

2. Finding out the characteristic according to Cunningsworth in the text book “Bright” from Erlangga Publisher and “When English Rings the Bell” from Ministry of Education grade VII of SMP/MTs.

3. Classifying the characteristic the textbooks “Bright” from Erlangga Publisher and “When English Rings the Bell” from Ministry of Education grade VII of SMP/MTs.

4. Describing the reason why the textbooks “Bright” from Erlangga Publisher and “When English Rings the Bell” from Ministry of Education grade VII of SMP/MTs.