

CHAPTER III

METHODOLOGY OF RESEARCH

In this chapter, the researcher explains about research design, research and development procedure, source of data, data collection and analysis data.

A. Research Design

This research was conducted by the researcher who uses Research and Development (R and D) method. According to Borg and Gall 1983 (as cite in Amir Hamzah:2019) defines that Research and Development is a process used to develop and validate existing products or new products, and also to find knowledge or answer a problem.¹⁸ To be able to produce a certain product, the research has characters consist of need analysis, and to test the effectiveness of these products so that they can function in the wider community, research is needed to test the effectiveness of these products. So, research and development are longitudinal (gradually can be multi-years).¹⁹

B. Research and Development Procedure

The procedure is the steps taken by the developer before carrying out development research. The steps taken must be based on appropriate theoretical studies. Conducted referring to the perspective developed by Cennamo, Abell & Chung, (1996), the ADDIE model phase mentioned above is the basis to be developed. Although, as stated above, developers can do their development. For this the development procedure starts from the analysis, design, development, implementation, and evaluation stages.²⁰

¹⁸ Amir Hamzah, *Metode Penelitian dan Pengembangan*, Malang, (Lierasi Nusantara 2019) P.1

¹⁹ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*, Bandung (Alfabetha 2016) P.297

²⁰ Yudi Hari Rayanto, *Penelitian Pengembangan Model ADDIE & R2D2*, Pasuruan, (Lembaga Academic &Research Institute 2020) P.33

ADDIE Model is one of the most common models used in the instructional design field a guide to producing an effective design. This model is an approach that helps instructional designers, any content developer, or even teachers to create efficient, effective teaching design by applying the process of the ADDIE Model on any instructional product. Which stands for the important components in the process of creating the instructional design which are Analysis, Design, Development, Implementation, and Evaluation. Each phase in ADDIE Model is related to and interact with each other.²¹ The researcher using ADDIE model as a procedure in this research because ADDIE Model is simple procedure to analyze and has been widely used by other researchers as an attractive way to analyze a product to get the real data.

Here the following of the stage to completing the product using ADDIE Model they are:

1. Analysis

The analysis stage is the stage where the researcher analyzes the need for developing teaching materials and analyzing the feasibility and development terms. The stages of analysis carried out by the researcher includes two things, namely need analysis and need character analysis of students. Broadly, the step of need analysis that set out the researcher as follow:

- 1) Needs analysis

Needs analysis is done by first analyzing the state of teaching materials as the main information in learning as well as the availability of teaching materials. At this stage, the researcher recognizes the students' problem, than looks for solutions to the problem faced by students by developing the teaching material to help students learning activity it's is an English pocketbook for phonetic symbols.

²¹ Nada Aldoobie, American International Journal of Contemporary Research, *ADDIE MODEL*, University of Northem Colorado, Vol. 5 No. 6, 2016, P. 68

2) Student's character analysis

This analysis was conducted to see the attitudes of student's in learning English especially in pronouncing a word. This is done for that development carried out by following the character of students.

2. Design

At this stage, the English pocketbook for phonetic symbols will be designed developed according to the result of the analysis conducted previously.

Furthermore, the design is carried out by determining the elements needed in the English pocketbook such as the preparation of material and reference that will be poured in the pocketbook, and what the cover of the book looks like.

3. Development

The development stage is the product realization stage. At this stage, the development of an English pocketbook for phonetic symbols is carried out according to the design. After that, the pocketbook will be validated to the validation expert they are media expert and material expert. Design validation is carried out to assess the feasibility of the pocketbook being developed before the product as a worthy media to use.

In this section, there were two expert validation namely, media expert validation, and material expert validation.

- a. Validator of media expert was Uyu Mu'awanah, M.Pd as an Early Childhood Education (PIAUD) lecturer at Faculty of Education and Teacher Training, State Islamic University of Sultan Mulana Hasanuddin Banten. She has skill in the development of media, she is the Secretary of the department of Early Childhood Education (PIAUD).
- b. Validator of material expert was Dr. H. Abdul Mu'in, S.Ag., M.M as Chairman of the English Education Department at Faculty of Education and Teacher Training, State Islamic University of Sultan Maulana Hasanuddin Banten. He was skill in the development of material, he was also as an English Education Department (TBI) lecturer.

4. Implementation

Implementation is carried out limited to schools designated as a place of research. In this research the researcher carried out at MTs Al-Hidayah Islamic Boarding School Rangkasbitung at the tenth students on the third grades students. The researcher carried out learning with the help of an English pocketbook that has been developed.

5. Evaluation

At this stage, the researcher made the final revision of the English pocketbook developed based on the input obtained from the response of the test or field note of the observation sheet. It is intended that the English pocketbook that has been developed is more suitable for use.

C. Source of the Data

This research will conduct with tenth on the third-grade students of Mts Al-Hidayah Islamic Boarding School Rangkasbitung in Academic Year 2020/2021.

D. Data Collection

To collect the data, the researcher uses the instruments, which are a questionnaire, observation, and documentation. The instruments used in this research were explained as follow:

1. Questionnaire

The questionnaire for need analysis will be conducted to measure the students' perception, the basic knowledge of pronunciation, and their expectation in learning English. And the teachers' questionnaire will be given to determine the English pocketbook materials in case of the quality, content, design, strategy use, and the attractiveness of the teaching materials. The questionnaire will also explore the extent of motivation, conceptual

knowledge, and the learning interaction to improve students English pronounce ability. And the questionnaire will also be used as a tool to measure the validity of the product which will be given to media expert and material expert.

2. Observation

The observation was conducted at the need analysis stage. Observation is made for the researcher to get the data and information about the activities that occur in the students and teachers. Starting from the problems that occur in students, students need analysis, and also the solutions regarding students' problems.

3. Documentation

Documentation as a complementary or supporting tools after conducting observation and distributing questionnaire to students. Usually, documentation in the form of relevant book, written, or photo. In collecting the data, the researcher will collect a documentation namely pocketbook sheet file, and the final looks of pocketbook

4. Expert Validation Checklist

The validation checklist was divided into two aspects. The aspects consist of media and content of the product. Those checklists were distributed to the expert to validate the product.

E. Data Analysis

In processing and describing the collected data, the researcher uses of data analysis techniques, namely by using qualitative descriptive analysis. Why should be a qualitative descriptive analysis? Because, one of the most thing in this research explain about language, automatically it must be described by analysis descriptive. This technique is used to analyze data in the form of notes, suggestions, or comments from observation sheets based on the field. This data analysis is also used as a basis for revising teaching material products. And the questionnaire for need analysis will be conducted to measure the students' perception, the basic knowledge of pronunciation, and their expectation in learning English.

