

CHAPTER III

RESEARCH METHODOLOGY

A. Method of Research

In this study, the writer uses qualitative research using a case study design. This case study looks at how students learning English vocabulary incidental by watching animated films at home. According to Bogdan and Taylor in Samsu, qualitative is a research technique that generates descriptive data from people and observable behavior in written or spoken words.¹ This approach, they say, is holistic in nature and focuses on the individual. Meanwhile, Moleong in Nursapiah claim that "qualitative research is research that intends to understand the phenomena experienced by research subjects such as behavior, perception, motivation, action, etc. Holistically, and using description in the form of words and language, in a specific natural context and by making use of various natural methods."²

This method aims to better understand background conditions by providing detailed and in-depth explanations of the portrait of states in the natural context (natural setting) regarding what happens in the study field. According to Susilo Rahardjo and Gudnanto in Samsu, a case study is a method for understanding individuals carried out integratively and comprehensively to gain an in-depth knowledge of the person and the problems they face, to resolve the issue and

¹Samsu, *METODE PENELITIAN: (Teori Dan Aplikasi Penelitian Kualitatif, Kuantitatif, Mixed Methods, Serta Research & Development)*, ed. by Rusmini (Jambi: PUSAKA JAMBI, 2017).

²Nursapia Harahap, *PENELITIAN KUALITATIF*, ed. by Hasan Sazali (Medan Sumatera Utara: Wal ashri, 2020).

achieve good self-development.³ It means, this case study researcher is a detailed and in-depth explanation of the portrait of circumstances in a setting, as well as what happened in the study field and investigated.

This study will reveal a thorough and reliable image of the situation or object. The case to be studied may be one person, a family, a single occurrence, or a small group of people so that the researcher can appreciate, comprehend, and comprehend how the object works or functions in a natural environment. Based on this, the authors are interested in the context, situation, and setting of natural phenomena following what is investigated in a qualitative study using a case study design. In this case, the researcher focuses on the process of acquiring incidental vocabulary.

B. Setting of Research

This research will be conducted in KP. Sumur Gading, Margagiri Village, Bojonegara Regency. This place chosen for the research is around the writer's residence. The writer will investigate eighth-grade students and English teacher from SMPN 1 BOJONEGARA, Academic Year 2019/2020. This research conducted at home due to the Covid-19 pandemic era. This place was chosen for the adaptation of the pandemic condition. This case study based on the pre-survey results in March 2021, the writer made observations to identify the problem, namely the lack of vocabulary of eighth-grade junior high school students in learning English. As a result, there were many junior high school students in KP. Sumur Gading lacked vocabulary for learning English because when

³Samsu. 63

students were in elementary school, there were no English subjects, and there was less interest in learning English vocabulary from students. This is also based on writer's experience as a private tutor and some children cannot learning English. So, writer chose the research place around my home to research student from SMPN 1 Bojonegara, and only children on the same road as writer would be the research object. Researchers will provide incidental vocabulary processes to students related to acquiring new vocabulary they receive using animated films to improve students' vocabulary. This research went on for 2 months, beginning on July 7 2021 to August 6, 2021. This research was not carried out in full for 2 months, because there was a delay of several days due to problems with the authors and respondents. This research has 2 meetings every week.

C. Participant and Sample

In determining the subject of this study, the writer used purposive sampling. According to Sugiyono, purposive sampling is a technique for collecting a sample of data from a source.⁴ This study's subjects were four 8th grade and one English teacher from secondary school students who were students of the 2019/2020 school year.

D. The Technique of Data Collecting

To collect data for this study, the writer will use research instruments such as observation, interviews, and documentation.

⁴ Sugiyono, *METODE PENELITIAN KUANTITATIF, KUALITATIF, DAN R&D* (Bandung: ALFABETA, CV., 2013).

1. Observation

The writer will use the observations as an instrument to investigate the process of using the animation movie in students to acquire incidental vocabulary before, during, and after the activities are conducted. In this research writer used unstructured Interviews. Marshall in Sugiyono states that "through observation, the researcher learn about behavior and the meaning attached to that behavior."⁵ By using observation, the researcher learns about the meaning of the behavior. Through observation, the researcher can document and reflect systematically on the research subject's activities and interactions. By using this kind of technique, the researcher observes the process directly.

2. Interview

The writer will use the interview as an instrument to interview only students and teachers. According to Arikunto in Sugiyono explain the interview is a dialogue conducted by the interviewer to obtain information from the interviewee.⁶ The interview is a conversation between the interviewer and the source to get information. The interview aims to bring the data to a close by asking questions.

E. The Technique of Data Analysis

After collecting the data, the researcher analyzes the data. The data processing will be done in steps. The data obtained from observations will be examined first, followed by data obtained from interviews. If the data review results are unsatisfactory, the researcher

⁵Sugiyono.

⁶Sugiyono. 96

recreates the data that is deemed credible. According to Miles and Huberman in Sugiyono, qualitative data analysis activities are carried out interactively and continuously until it is complete so that the data is saturated. Activities in data analysis, namely data reduction, data presentation, and drawing or verification conclusions.⁷

1. Data Reduction

In the reduction process, the writer selects and selects existing data relevant to research; focuses on data that leads to problem-solving or to answer research. Reducing data means summarizing, choosing the main things, focusing on the essential things, looking for themes and patterns. Thus, the information that has been reduced will provide a more detailed picture clear and make it easier for researchers to carry out further data collection and search for them if necessary

2. Display Data

In the data display, which is a collection of data that is systematically arranged and made simply to make conclusions and actions. The results of data reduction are reported systematically, which is understandable and reasonable from the data obtained in the author's archive..

3. Conclusion Drawing or Verification

The next step in qualitative data analysis is drawing conclusions and verification. The initial findings put forward are still temporary and will change if no substantial evidence is found to support it at the following data collection stage. In this case, the writer draws conclusions from all the data obtained to clear and

⁷Sugiyono. 246

understand by the reader. Taking a step back to understand what the data being analyzed means and assessing the implications for the research question is required before drawing conclusions. The writer infers meaning from the data in the view during this phase. Next, the data should be checked for robustness and certainty.

The writer used a triangulation strategy to double-check the data's validity. Triangulating, according to Miles and Huberman in Sugiyono, is a method of verifying or confirming findings by combining multiple sources and modes of evidence.⁸ The writer examined multiple sources, such as interview responses and observational data as many times as necessary to obtain the valid findings of this study

⁸ Sugiyono. 241