

## **CHAPTER III**

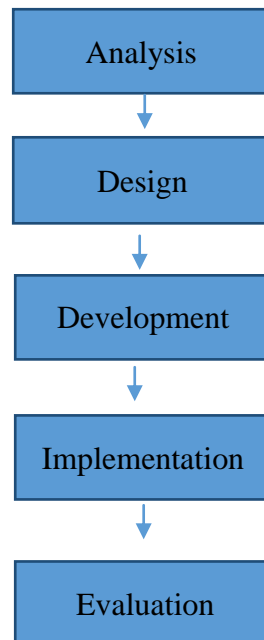
### **RESEARCH METHODOLOGY**

#### **A. Research Methodology**

##### **1. Research and Development**

Research and development is the research method used in this analysis. The type of research used in the development of this design material is the Research and Development (RnD) method. Research and Development is a research method that is suitable for analytical research purposes and to test product effectiveness, so research is needed to test product effectiveness. Then the Research and Development method is used which is a method that is interrelated from one stage to another other. This research will use a descriptive case study to achieve the aim of this research, namely to find out how to practice a genre-based approach in teaching English to students in English Village in Lubuk Tajau Village, Kec, Nanga taman Barat, Indonesia. According to Sugiyono (2013) Research and development is a research method used to produce certain products, and test the effectiveness of these products. Researchers developed Eddie's Model which was developed as a guide for building materials. This research procedure adapts the ADDIE development model which consists of five stages (Sugiyono, 2015). The steps of ADDIE development research are as follows:

Table 3.1. The steps of the development modelADDIE



Source: (Sugiyono, 2015)

Research procedures are steps in research that must be carried out by researchers.

The procedure for developing a contextual based worksheet is as follows:

a. Analysis

Soejadi, The Liang Gie (1989:26) explains that, analysis is a whole series of changes of mind that examines something in depth, especially when studying the parts of a circle to find out the characteristics of each part and its relationship and role in the whole. that.

b. Design

The design stage is focused on three activities, which is students' selection of materials and the competence demands that they want to achieve, the learning strategy, the forms and methods of assessment and evaluation. In this stage is designed the outline of the workbook and the framework of the contents of the manual. The

results obtained at this stage are self-evaluated and associates for the completion of the design.

c. Development

At the stage of development some activities are conducted such as the search and gathering of relevant resources to enrich material, illustrative pictures, charts, and charts needed, insure, editing, and management of the lay out of the textbooks. The following activity in the development stage is the activity validating the development product draft and revision after expert input.

d. Implementation

At this stage development is applied in learning to know its effect on the quality of learning that includes the effectiveness, interest, and efficiency of learning. Application to small groups to get input from students and lecturer as product improvements.

- 1) Rational means that the research activities carried out make sense, so that they can be reached by human reasoning.
- 2) Empirical means that the way or steps taken can be observed by the human senses, so that other people can observe and know the methods or steps used.
- 3) Seistematic, means the process used in research using certain steps that are logical.

e. Evaluation

The final stage is to perform an evaluation that includes both a formative evaluation and a summative evaluation. Formative assessments are used to collect data on each step used for improvements and summative assessments at the end of the program to know the impact it has on learning participants and the quality of learning widely. In this study an only formative evaluation is conducted, as this type of evaluation relates to the stage of development research to correct the development products produced. The evaluation in the ADDIE model has been carried out step by step.

Based on the above definitions, the researcher concluded that: Research and development related to a specific product. The product of this research is the traditional song as a learning design in Desa Lubuk Tajau English Village. The Researcher will develop a procedure adapted to Eddie's Models are will developed as a guide for the material.

## **B. Research Setting**

The research was conducted in Lubuk Tajau Village. The location of this village is Lubuk Tajau Village, ZIP Code: 79584, and Nanga Taman District, Sekadau Regency, West Kalimantan Province. This research was conducted starting in May of the 2022 school year.

## **C. The Techniques and Tools of Data Collection**

### **1. The Techniques of Data collection**

When collecting data, the researcher will utilize observation perception and recording (documentation). Observation is the strategy of collecting data in which the researcher must observe phenomena and objects of study directly or indirectly. In this study, the researcher must directly observe the state of the object without being directly involved. Non-participant observation was one of the methods used to collect data. Nonparticipant observation is the recording of actions by someone who is from outside who only records the actions without interacting with the person observed.

Sugiyono (2015: 329) explains documentation may be a method utilized to obtain data and data within the frame of books, archives, records, composing numbers and images within the frame of reports and information in the form of reports and information that can support research.

### **2. Tools of Data Collection**

The researcher needs devices to gather the data. In line with the explanation above that the researcher utilize participant observation and

student's document procedure so that the researcher utilize, Filed note, interview as tools in collection data.

- Filed Note

In addition to using student text, researchers also use field notes for data collection. Field notes are written observations that are recorded during or immediately after participant observations in the field and are considered critical for understanding the phenomena encountered in the field (Allen, 2017). Field notes and also offer necessary information related to teaching and tutoring examples, as well as student spoken texts.

### **3. Technique of Data Analysis**

- a. Filed Note**

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