

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

This research adopted qualitative approach. Qualitative research is research that is intended to describe and analyze phenomena, events, social activities, behaviors, assumptions, and thoughts of people both individually or in groups. Qualitative research is a research that aims to understand the phenomenon of what has been experienced by the subject research, such as, behavior, perception, motivation, action, etc. By means of description in the form of words and language, on a special contexts that are natural and by utilizing various methods natural (Moleong, 2007: 6).

A case study is a type of ethnographic research study that focuses on a single unit, such as one individual, one group, one organization, or one program (Ary et al., 2010:29). A case study research aims to make a systematic description and clear description of something at the time study was conducted to get accurate data from the subject by statistical calculation, factual and accurate information on the facts, and properties of the population of certain areas. Based on the explanations, it can be concluded that a case study is a kind of research design which focus on implementation podcast for persuasive public speaking. The researcher used this case study research design because this research design is appropriate with the purposes of this research, the researcher wants to know how the implementation of podcast, and to know the students responses of implementation podcast, the researcher choosed A&B Morning class because in this class podcast as a learning media, and in IKIP PGRI Pontianak we have podcast room. A podcast room is provided to facilitate students, which is expected to be a means for them to improve their English skills in particular

Before the researcher do the research, the researcher do the pre-observation of all the class of the second semester students of public speaking

course it was covers 5 class in total. The researcher find out only 2 class that used podcast as learning media for their public speaking course.

B. Research Subject

The subject of research is to limit the subject of research as an object, thing or person where the data for the research variable is inherent, and at issue (Arikunto, 2016). The subjects of this research were A and B Morning Class. In A morning class, they are 32 Students, 24 females, and 8 males. And for B morning class, they are 31 Students, 23 females, and 8 males. The researcher choose A and B morning. The researcher choosed A and B morning class because the class used podcast as learning media.

C. Technique of Data Collection

Data collection is an important aspect of research. Data collection techniques are the most strategic steps in research, because the main purpose of research is to obtain data (Sugiyono, 2007: 62). In this research, the researcher used observation and direct communication technique.

1. Observation

Observation is the tool to collect data which is done by observing and noting down systematically the phenomenon that is inquired (Narbuko & Achmadi, 2010:70). It meant that observation was used to collect the data in systematic way to understand and interpret actions, interaction or the meaning of event.

2. Direct Communication

Direct communication is a technique of collecting data by holding direct or face-to-face relationships with respondents. According to Zuldafrial (2009: 32) direct communication is a method of collecting data where researcher directly deal with research subjects to obtain data or information needed through interviews with respondents.

D. Tools of Data Collection

1. Observation Sheet

Observation sheets are used in what is sometimes called systematically or structured observation, in which it involves the use of coding system or checklist prepared before (Creswell, 2013: 239). From observing, the researcher could reflect and also document systematically on the interactions and activities of research subject. It means that observation was appropied method to see the implementation of podcast in persuasive public speaking skill. The researcher used this observation sheet to measured planning and the implementation of podcast as learning media for public speaking skill.

2. Interview

The interview is a question and answer activity by two or more people to get information. According to Sugiyono (2015:317) an interview is a meeting of two people to exchange information and ideas through questions and answers to construct meaning in a particular topic. Interviews were conducted to collect the data.

In this research, the researcher used semi-structured interview to explore and obtain information related to the required data. By applying this technique, the interview were be more relax and flexible. Besides, this interview has done in this research is in-depth interview. Semi-structured interview is, where the questions are pre-planned prior to the interview but the interviewer gives the interview a chance to elaborate and explain particular issues throughthe use of open-ended questions (Blandford, 2013).

The interview guide served to make the interview more focused so that the interview can run smoothly. Through the interview guide, the researcher can find out what to ask, how to ask questions, and how to follow up. During the process of interview, the researcher used audio tape to record the interview. It enables the researcher to keep the information safely (Creswell, 2012).

In this research, the researcher interviewed 6 students in semester 2, 3 students in class A Morning, and 3 students in class B Morning, the indicator to be interviewed were the implementation of podcast for persuasive public speaking skill to the second semester students of english education study program of IKIP PGRI Pontianak. Its aspects included, cognitive, affective, and conative.

3. Documentation

During this research process, the researcher use qualitative documents to collect data. According to Creswell (2012), states that documents consist of public and private records that qualitative the researcher obtain about a site or participants in the research, and they can include newspaper, minutes of the meeting, personal journals, and letters. The document needed as support method to get the data because it can be obtained the histories of data. In this research, the documents that were needed are recording voice, photos during conducting face-to-face interviews, and transcripts from the interview.

Research data can be trusted if the data has been tested for validity. To validate the data, the researcher used technical triangulation and triangulation sources. Technical triangulation means finding or collecting the same data of several different techniques (Sari, 2018). According to Afifuddin (2009:143) data source triangulation uses various data sources, such as documents, archives, interviews, observations or also by interviewing more than one subject who is considered to have a different point of view. Data sources used by researcher were interview and observation.

E. Technique of Data Analysis

The data analysis technique used in this research was descriptive narrative. This technique is determined through three steps, data reduction, data display, and conclusion (Miles and Huberman, 1984).

1. Data Reduction

a. Observation Sheet

As the data had been completely collected, the researcher proceed to the first step of the data analysis process, known as data reduction. Here, the researcher summarized the data collected from the field and then selected the main things according to the research focus. In this research, the researcher wanted to know the implementation of podcast for persuasive public speaking skill.

b. Interview

To reduce the interview data, the researcher transcribed the respondent's answer first. After transcribed the respondent's answer, the researcher categorized or gave a theme to each respondent's answer. In this research, the researcher wanted to know about the implementation of podcast for persuasive public speaking skill.

2. Data Display

a. Observation

Data display is the second step after reducing data. At this step, the researcher presents data that was well organized and it was easy to understand. The researcher explained or described the observation data based on the aspect observed into the narrative form.

b. Interview

The purpose of data display is to enable readers to understand the research. From the results of data collection that had been categorized, the researcher explained or described each theme of the respondents' answers in narrative form.

3. Conclusion

At this step, the researcher make concluded based on the result of observation and interview. The researcher also interpreted the data from the observation and interview to make conclusions. The conclusion in this research could answer the researcher problem.

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F. Research Procedure

In this session, researcher displayed how the research procedures were performed. To obtained the results of the study, there are several stages that the researcher has passed. There are planning, data processing, and data reporting.

1. Planning

At this stage, researcher planned everything that has to do with research planning. Researcher searched for research place, objects to be researched, pre-observed, selected subject of research, took care of licensing to conduct research, and set up methods and tools to be used to collect data.

2. Data Processing

In the data process stage, researcher began to conduct research through observation and interview.

a. Observation

At this stage, before the observation began, researcher asked the permission first to the lecturer of public speaking course for being of observation in this research. After permission was accepted and lecturer of public speaking course were ready, researcher began to observe the activities of students in implementing podcast for persuasive public speaking skill using observation sheets.

Observation sheet for the student's activities from the public speaking course contains aspects that must be observed starting from planning, implementing, and evaluation.

b. Interview

At this stage, the researcher interviewed the second semester student's of A and B morning class of public speaking course. Afterwards, the researcher interviewed conducted face-to-face with the second semester student's of A and B morning class of public speaking course. Then, the researcher gave some questions and asked the second semester student's of A and B morning class of public speaking course to answer questions from the researcher. The last step, the researcher listened to the explanation and recorded the answers from the sample.

In this interview, the questions for the second semester student's of A and B morning class of public speaking course were a question about the students response of using podcast in persuasive public speaking skill.

3. Data Reporting

In this stage, researcher ensured data first whether the data was ready to report. Researcher confirmed that there was no data manipulation at all within this data report. Afterwards, researcher wrote down the results of data reports inside the thesis.