CHAPTER III

METHODOLOGY

A. Research Methodology

1. Research Design

In this research, the researcher implement a case study. 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. Then, the kind of qualitative approach that the researcher used in case study research. According to Kothari (2004:3) states that through this method the researcher has no control over the variable; he can only report what has happened or what is happening. Describing what is happening means that the research problem can be answered by a study in which the researcher seeks to establish the overall tendency of responses from individuals and to note how this tendency varies among people.

Based on the explanations, it can be concluded that a case study is a kind of research design that focuses on describing the situation happening, because of that the researcher has no control over the variable. 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 the podcast, and to know the students responses of using podcast, because at IKIP PGRI Pontianak, a podcast room is provided to facilitate students, that 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.

2. **Subject of Research**

    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 is second-semester students of English Education in IKIP PGRI Pontianak. It takes A and B Morning Class. In A morning class, they are 32 Students, 24 female, and 8 male. And for B morning class, they are 31 Students, 23 female, and 8 male. The researcher choosed A and B morning class because the class used podcast as learning media.

3. **Technique of Data Collection**

    The primary data in this study are obtained by applying techniques of data collection that allow the researcher to gather information systematically from the subjects of research. Zuldafrial (2012) and Nawawi (2012) state that there are six types of techniques for collecting data such as observation, direct communication, indirect communication, documentary, and measurement. In this case, the researcher prefers to collect the data directly from the respondents by using observation and direct communication. In collecting directly the data, the interaction between the researcher and respondents occurred directly without an intermediary, so that the information is obtained genuinely without being manipulated. Therefore, the information obtained is more complete and reliable. A further explanation regarding the techniques of data collection is deliberated below.

    a. Observation Technique

        Observation is used by the researcher in collecting data that aims to answer the research problems. Observation technique is a data collection method, where researchers directly observe the symptoms studied from an object of research using or without research instruments that have been designed (Zuldafrial, 2012 and Nawawi, 2012).

b. Direct Communication Technique

Direct communication is a technique of collecting data by holding direct or face-to-face relationships with respondents. Direct communication is a method of collecting data, where a researcher directly deals with research subjects to obtain data or information needed through interviews with respondents (Zuldafrial, 2012 and Nawawi, 2012).

4. **Tools of Data Collection**

To obtain the data effectively, the researcher also needs some tools that can support the techniques use in collecting data, such as field note, interview, and document. These tools can help the researcher to gather information related to problems in the study, so that the results of the data obtained are more accurate and systematic (Zuldafrial, 2012 and Nawawi, 2012). However, the researcher use the tools relevant to the techniques of data collection use in this study, such as field note and interview which are described below as follows. To answer research question number one, researcher choice observation checklist, and to answer research question number two, researcher choice interview.

a. Observation Sheet

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

b. 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 through the 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).

The researcher interviewed 6 students the second semester students, 3 students in class A Morning, and 3 students in class B Morning. The indicator for the interviewed are the students response. This interview used a direct interview technique, which is where the interview takes place, the interviewer continuously controls the course of the interview, using a list of interviews that have been made previously. Its aspects included cognitive, affective and conative.

c. 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.

5. **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 conclussion (Miles and Huberman, 1984).

a. Data Reduction

1) Observation

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 as a whole about how the implementation of podcast for informative public speaking to the second semester students of English Education Study Program of IKIP PGRI Pontianak.

2) 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

students responses of using podcast in informative public speaking skill.

b. Data Display

    1) 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.

    2) 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.

c. 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 research problem.

6. Research Procedures

The researcher showed how the research procedures to obtain the study results. There are several stages that the researcher has passed. There are planning, data processes, and data reports.

a. 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.

b. Data Processing

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

1) 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.

2) Interview

At this stage, the researcher interviewed the second semester students of A and B morning class of public speaking course. Afterwards, the researcher interviewed conducted face-to-face with the second semester students of A and B morning class of public speaking course. Then, the researcher gave some questions and asked the second semester students 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 students of A and B morning class of public speaking course were a question about the students response of using podcast in informative public speaking skill.

c. 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.