

CHAPTER III

RESEARCH METHOD

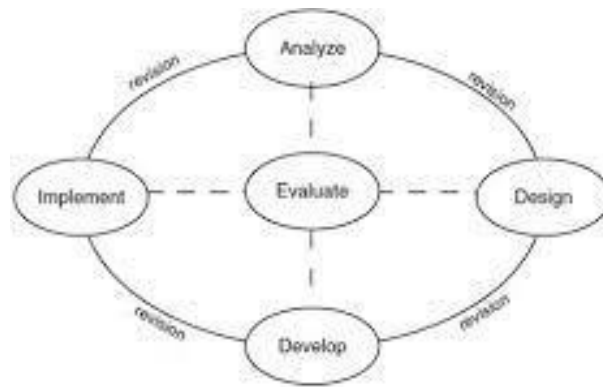
A. Research Design

The type of this research is research and development. This research will use development study, the development model will use ADDIE. According to Harjanta and Herlambang (2018), The ADDIE model has a focus or emphasis on iteration and reflection, so that continuous improvement can be made that focuses on feedback. In ADDIE, This Model of development is systematic learning design. ADDIE was chosen systematically and is based on the theoretical basis of learning design. model based on the study that this research will design to develop the English material which can be applied in real education. This model is organized and configured with sequences of systematic activities in order to solve learning problems involving learning resources that are appropriate for students' requirements and characteristics.

B. Development Stage

Widyastuti and Susiana (2019) states that, The ADDIE model has 5 stages, including Analysis, Design, Development, Implementation and Evaluation.

Figure 3.1 Procedure Using ADDIE Model



1. Analysis

Based on Reinbold (2013), At the first step, activity done such as:

- a. analysing the competence must be mastered by the students; in real, in this textbook is realized by the determination of Standard Competencies, Basic Competencies, and Learning Purpose,
- b. analysing the students' characteristics relate to their knowledge, attitudes, and skills, and
- c. analysing the relevant materials to the competency achievements desired relate to what students' master. Analysis result of this step is self evaluated and continued evaluation with colleagues for the improvement of analysis results.

2. Design

Aldoobie (2015) said that the second step is focussed on three

activities those are materials choice relevant to the curriculum, students need analysis, and learning strategy. In this step researcher design the listening materials based on three activities above.

3. Development

In this stage, the result of design of materials needs to be revised and validated by experts. The researcher developing the listening material by the environment of research setting, because it can help the researcher to develop the listening materials. The product formed a video that will motivate and add students' interest in learning. The product is used for eight grade students at SMP Islam Brawijaya. Therefore, in this stage students examine based on design of listening materials. The data gather from the experts by using close-ended item questionnaires will analyze to know whether the materials are good and appropriate with the students. The product will be revised again. This revision will be finished until the product is valid by the experts and match with the students' need. The experts' team consist of two experts; they are one material expert and one design expert. The expert's team will give comments and suggestions through open-ended item questionnaire.

4. Implementation

In this step, development result is applied in learning process to know its influence on the quality of learning covers the effectiveness, attractiveness, and efficiency. Implementation is applied on small group to

get input from the students and lecturer as input for the revision of product draft.

5. Evaluation

The last step is evaluation in ADDIE, this model has been done step by step. In the end of the study, the result will be in the form of Quizizz. Quizizz will use as the platform to improve the students listening ability whether will be use inside or outside the school. The material development is suitable for the eight grade of students at SMP Islam Brawijaya Kota Mojokerto.

C. Population and Sample

1. Population

The population of this research will use the eight grade students of SMP Islam Brawijaya Kota Mojokerto. This school is located in Jl. *Brawijaya* No. 99, Mentikan village, *Mojokerto city*. This reserch under take by the researcher in the first semester of academic year 2021/2022. In one class consists of 25 students. So, the whole population of the second-year students at SMP Islam Brawijaya is 25.

2. Sample

In this research, the researcher uses random sampling as the way to choose the sample of population. This enables the researcher to conduct the research. Based on the population above, the researcher took 5 students as sample. Those consist of 3 of women and 2 men.

D. Technique and Instrument of Data Collection

1. Questionnaire

One of the data collecting techniques in this study is questionnaire. According to Sugiyono (2011, P.199) questionnaire is a technique of data collection conducted by giving statements to respondents to be answered. Will be shared to experts, teacher, and students. used to collect data about the feasibility of the book will be filled by experts, the questionnaire for teacher is given before learning process, and the questionnaire for student responses is given after the learning process. The instrument, the result of data collection from questionnaire, according to Johnson and Christensen (2008) as cited by Aminah (2016) questionnaire is instrument of data collection that is filled out by research participants. It is analyzed with many aspects of students' attitude. The aspect of students' need and interest will be concern in this research. Besides choose the appropriate answer, the participants also given chance to give comment and suggestion about the product.

Table 3.1 Source of Needs Analysis Questionnaire

No	Aspect	Question Number	The Purpose of the Question	References
1.	Student's profile		To find out some information about the students' profile	Graves (2000:103)
2.	Goal		To find the information about the students' opinion and interest of learning activities in the classroom	Nunan (2004:41) Graves (2000:103)
3.	Necessities		To know the students' need of the materials	Macalister and nation (2010, p.24)

4.	Wants		To find out the students' desire if learning English, especially writing	Hutchinson and Waters (1987:58) Graves (2000:103)
5.	Topic		To find the information about the students' preference for the topic of the materials	Nunan (2004:47-49)
6.	Materials		To find out the appropriateness of the materials	Heinich, et.al (2002)
7.	Lacks		To find out the students' difficulties	Graves (2000:103)

Adapted from Indraswari, k (2015)

E. Data Analysis Technique

In order to understand the collected data, the data analyze on the basis of their characteristics and purpose. The subjects' responses on the questionnaire will calculated in the form of percentages. The answer from each question score based on Likert Scale Riduwan & Sunarto (2010) which are:

Table 3.2 Category Score by Likert Scale

Category	Score
Strongly Agree (Sangat Setuju/SS)	4
Agree (Setuju/S)	3
Disagree (Tidak Setuju/TS)	2
Strongly Disagree (Sangat Tidak Setuju/STS)	1

To analyze the percentage, the researcher uses the following formula:

$$NA = \frac{PS}{SM} \times (100 \%)$$

Where: NA = Final Score
PS = Score Obtained
SM = Maximum Score

The range of score interpretation criteria proposed by Riduwan (2016)

Table 3.3 Range of Score

Score Interpretation Criteria	Category
0 % – 20 %	Very Low
21 % – 40 %	Low
41 % – 60 %	Sufficient
61 % – 80 %	High
81 % – 100 %	Very High