

Chapter Three

Methodology

This chapter provides the methodology that the researcher used in this study. There are four points of discussion in this chapter. The first part presents the research design. Research design focuses on the approach that is used in this study. The second one is research setting and participants. Setting and participants explain the people that were involved in the research, as well as explaining who, what, and where the participant, time and place during the data collection are. It is then followed by research instrument, data collection method and data analysis.

Research Design

This research employed qualitative research approach. It is because the researcher wanted to find out the information about students demotivating factors and to analyze strategies to cope with them in reading activities at English Language Education Department. Qualitative research is essential to understand detailed information that students have so the researcher can present the data in form of description. It is supported by Creswell (2012) who pointed out that, “qualitative method explored a problem and developed a detailed understanding of central phenomenon” (p. 576). The researcher employed descriptive qualitative as the approach of this research. Qualitative design was used in this study which focuses on students demotivating factors in English classroom’s reading activities at ELED. Furthermore, the design of this study is descriptive qualitative considering that this research is suitable to find the factors and phenomenon that demotivate the students in English classroom’s reading activities at ELED. It is suitable because “descriptive qualitative is one that present detailed account of the phenomenon under study” (Merriam, 1998, p. 38).

Research Setting and Participants

In research setting and participants, there is an explanation about the location of the research that will be conducted. It specifies why the researcher chose that location. The researcher chose the participants based on the requirement of the research. Thus, the place and the participant of the study are clear.

Setting. The research was conducted in English Language Education Department at one of the private universities in Yogyakarta. The researcher chose ELED as the setting and the object of the study because the researcher found out that there were some students in ELED who tended to be demotivated in reading. Therefore, the researcher wanted to analyze the students demotivation factors. The accessibility to the interview location also becomes prior consideration for the researcher to get a better result, so the researcher chose Yogyakarta as the interview location. This research were started at six April 2018 untill thirthy one June 2018. The reason was that the students' were doing their academic activity at that time, so the researcher was able to find and interview the participants easily.

Participants. The participants of this research were the students of English Language Education Department. The researcher chose them because some students tend to be demotivated in reading. In order to get a deeper understanding, the researcher only focused on the ELED batch 2014. The reason was because they have more experience in reading classes than other batches because they have the longest learning process than the other batches. The researcher also found participants with the same major, so it was more accessible for the researcher to gather the data. In the process of data collection, the researcher interviewed participants in their spare time, so that the respondents more comfortable, and were able to express their ideas easily. The researcher chose 3 students at ELED to collect the data. In qualitative research, one of the characteristics in research process according to Cresswell (2012) is that "Collecting data based on words from a small number

of individuals so that the participants' views are obtained" (p. 16). The first participant was Rudy (not the actual name), his gender is male with the duration of interview of 09:42 minutes. The second participants was male named Anton with the duration of the interview were 10 minutes. The third participant was Denis, he is a male with the duration of interview was 8 minutes. This participants were the students of ELED batch 2014. The researcher selected them because they already have experience especially in classroom reading activities. In order to get the participants that are compatible with the researcher requirement, the researcher then selectively chose whether they have motivation in reading or not by certain criteria. The criterias are: Firstly, The three students tend to have poor concentration in reading process. Sometimes, they are unable to answer teachers' questions when the teacher asked them about the content of the reading material. Secondly, the students tend to have less interest in reading test. It was known by observing the students behaviour that did other activities instead of reading during reading activities. The last criteria, the students tend to have low scores or even failed in the class that involved reading activities.

Data Collection Method

In data collection method, the researcher used interview as the method to collect the data. Interview is a flexible tool to get rich data from the participants. Interview sessions enable the use of multi-sensory communication methods such as verbal, spoken, heard and non-verbal (Cohen et al., 2011). He further explain that interviews enable participants to discuss their interpretations of the world which they live, to express how they regard the situations from their point of view. The researcher used semi- structured interview as a research tool in order to better understand the specific topic. Both the interviewer and the respondents used *Bahasa Indonesia* as means to get a deeper understanding, take detail information, and make it as natural as possible in order to get depth information. Thus, the result of the interview was clear. The researcher decided to do so because the interviewer and

respondents are using *Bahasa Indonesia* as their first language. Creswell (2012) stated that “collecting data means identifying and selecting individuals for a study, obtaining their permission to study them, and gathering their information by asking people questions or observing their behaviors” (p. 9).

Data Collection Instrument

The instrument of this study was an interview guideline as a mean to start the interview. The interview guideline was used so that the interview could keep on track and not out of topic. Cohen et al. (2011) stated that interview is cooperative tool for data collection because it enable the interview to use multi-sensory such as verbal, non verbal, spoken and heard (p. 409). The researcher added some follow up questions to get deeper information during the interview. Then, the researcher used recorder or smartphone to record the conversation during the interview. The researcher used recorder so that the researcher did not lose any information during the interview. The researcher also set organized questions and procedures in advance. To get such organized questions, the researcher first set interview guidelines to make sure the interviews were in lines with the topic.

Data Collection Procedure

The interviews were started by finding the participant. After the researcher found the intended participants, the researcher contacted them and asking their permission to do the interview. Then, the researcher makes an appointment with the respondent about where and when the interview taken place. The first and the third participant were interviewed at the cafe and the second participant at restaurant. The researcher asked several question related to the research question during the interview by using bahasa Indonesia.

The researcher started to direct the question with interview guidelines. The guidelines were designed in order to help the researcher to prepare the interview by making some

questions. The interviews were recorded using smartphone. The researcher also adds follow up questions after the interview via whatsapp in order to get clearer answer.

Data Analysis

After conducting the interviews, the researcher then analyzed the data. This action was done in order to find the answer of the research question. The data that had been collected via interviews was transcribed by the researcher. The researcher transcribed the interview that has been collected previously by using smartphone. After that, the researcher did a member checking by means of achieving validity. In this section, the researcher showed the result of the transcription to respondents whether there are misunderstanding about related data or not. All the participants were agreed with the data that were being collected. After that, the researcher tried to code the data.

The next step was to code the data. This action was done to make sense the information supplied by the respondent during the interview. In this research, the researcher did three types of coding which were open coding, axial coding, and selective coding. Open coding was putting a label that the researcher attaches to a piece of text to describe and categorize that piece of text. "Open coding can be performed on a line-by-line, phrase-by-phrase, sentence-by-sentence, paragraph-by-paragraph or unit of text-by-unit of text basis" (Cohen & Morrison, 2011, p. 561). After that, the researcher did an axial code. An axial code was "a category label ascribed to a group of open codes whose referents (the phenomena being described) are similar in meaning" (Cohen & Morrison, 2011, p. 561). Selective coding was the last step that the researcher takes to identify the result obtained in axial coding then compile it into one sentence to make a theory. These steps were done in order to answer the research question and develop a deeper analysis.