Chapter Three

Methodology

This chapter mainly discusses about the about the methodology that is used for gathering the data in this research. This chapter consists of the research design, research setting, research participant, data gathering method, data collection procedures and data analysis. This chapter gives general view on how the research will be done.

Research Design

This research was conducted using qualitative research design. This research aimed to reveal how Malioboro merchants learn English language and to reveal their perceptions on the role of foreign tourist in learning English. For so long, the researcher has been interested to know how the non-English speakers develop their knowledge and skill in specific setting. As Creswell (2012) stated in his work that qualitative research design is best suited for a research problem in which the variable you did not know and need to be explore. The researcher was eager to explore this phenomenon to have better understanding of its complexity. Creswell (2012) also mentioned that by conducting qualitative research design, the researcher could learn and understand the phenomenon through exploration from the perspective of the participant.

In this study, the researcher focused on how the Malioboro merchants learned English language and what their perception was on the role of foreign tourist in learning English. The researcher wants to tell the experience of the

individuals. Therefore, the researcher used descriptive qualitative design. Descriptive design is qualitative procedures in which researchers describe the lives of individuals, collected, and tell stories about these individuals' lives and tell about their experiences (Cohen, Manion, & Morrison, 2011).

In addition, Creswell (2012) also mentioned that the qualitative research methodology uses more open-ended approached that asks general-level question to the participant and the participant could freely respond based on their pointed of view. Therefore, the Malioboro merchant was freely to answer the questions given without any hesitation or fear of being wrong. So, qualitative research design was suitable for this research because of the reason that had been stated above.

Research Setting

This research targets a specific participant which was Malioboro merchant. Therefore, this research was conducted at Malioboro Street. The researcher had two reasons that the researcher chose Malioboro Street as research setting. The first was, the researcher had an informal observation, there were some merchants that could speak English language and interested in how the Malioboro merchant obtain the skill to communicate with the foreign tourist. Second, the researcher had access to the setting relatively easy because it was a public place and then the data gathering process would be easier because the researcher had visited the setting for several times, so the researcher had basic knowledge of the setting. This research was conducted between the 1st June of 2018 and 30th July of 2018.

Research Participant

This research aimed to reveal how Malioboro merchant English learn English language and to reveal their perceptions towards the role of foreign tourist in Malioboro in their English language learning. The researcher seeks a specific characteristic from the target participant. The researcher wants to find some Malioboro merchants that could speak English language. The researcher used snowball sampling. Snowball sampling was used to help the researcher find the specific characteristic that being sought with the help of one "key informant" Cohen et al (2011). The key informant is not participant of the research and willing to help the researcher to find more participants that meet the characteristic that being sought. The researcher knows the key informant could speak English because the key informant happens to be studying in the same department with the researcher and knows the setting really well. The participants in this study were called based Military alphabet code such as Alpha, Beta Charlie and Delta

The characteristics sought such as; he or she was between 25–70 years old, the researcher believes that the older the participant, the more experience he or she has. He or she was required to have at least 5 years of being a Malioboro merchant and him or her able to speak English language. According to Cohen, et al (2011), there was no exact rule about the size of the participant in qualitative research as long as the information could answer the research question. Then, the researcher selected the participants based on the characteristics. After the interview, the researcher finally chooses four participants. Alpha is 58 years old and has 33 years of experience being Malioboro merchant. Beta is 45 years and

has 22 years of experience being Malioboro merchant. Charlie is 38 years old and has 8 years of experience being Malioboro merchant. Delta is 53 years old and has 19 years of experience being Malioboro merchant. All of the participant could speak English but only basic question, greetings, the items they were selling, the price of the goods and transaction language only. Alpha and Delta was more advanced than the others. Alpha could introduce himself and trying to get the attention of the foreign tourist by offering their goods. Delta could ask where the foreign tourist came from and for how long have been staying here.

Data Gathering Techniques

The researcher conducted an interview with the participant to gather deep and detail of their experience in learning English language. Interview is one of qualitative data gathering method. The researcher used interview because the aims of this study was to reveal the perception of Malioboro merchant towards their English language learning. The use of interview allows in depth and detail information from the participant. The interview and the response are flexible. Interviews allows to discuss their interpretations of the world and opinion regarding their situation based on their pointed of view (Cohen, Manion, & Morrison, 2011). To help the researcher to understand the responses of the participant, the researcher used standardized open-ended interview. The use standardized open-ended interview was to prevent misunderstanding and bias, thus increasing the comparability of the responses. As Cohen, et al (2011) stated in his study that standardized is organized and structured that the exact wording and sequence were determined.

To support the interviews with the participants, the researcher also had interview guidelines as an instrument of this study. The interview guideline consists of two main questions and five follow up questions. The first main question was to justify the participant could speak English or not. The second main question was to ask how they learn English language and the follow up question was to ask more detailed information from the participants. The researcher also used a cellphone to record the interview process.

To give the participant more freedom to answer the interview questions, the researcher used indirect question and unstructured response. The researcher did not want to force the participant to answer based on the researcher opinion. The indirect approached also produced clear and open responses, so indirect question eliminate the possibility of biased responses. As Cohen, et al (2011) said in his study that indirect questions would make the purposes less obvious, so the data gathered more likely honest response. The unstructured response was used to give the participant freedom to answer the interview questions based on their experiences and personal pointed of view. Cohen, et al (2011) also said in his study that unstructured responses allow the participant to answer the questions in whatever way the participant chooses.

Data Collection Procedure

Data collection procedures were done through several steps. First, the researcher made the interview guideline before doing the interview with the participants in order to the right sequences of the questions that addressed to the participants. Second, the researcher asked for the participant permission when

they would be interviewed. Third, before the interview was carried out, the researcher asks for the participants' permission to be recorded during the interview. Furthermore, the interview would be in Indonesian language, so that it minimizes misunderstandings that might happen. The interview durations differs from each participant. Alpha's interview recording was thirteen minutes fifty two seconds. Beta's interview was four minutes and seven seconds. Charlie's interview recording was six minutes and eleven seconds. Delta's interview recording was five minutes and fifteen seconds. The reason behind the significance difference of interview durations was the researcher had interview with Alpha when he was in free time. Alpha's interview was held in his house. Alpha was also very talk-active person who like to tell story. Alpha told the story of him since the beginning of being a merchant. In the other hand, Beta, Charlie and Deltas' interview were held when they were working in the Malioboro Street. They were busy preparing their goods and serving customers.

Data Analysis

The researcher recorded the interview to make the researcher could use the recording many times as the researcher need to collect all the information. Then, the researcher transcribed the data into word. By transcribing the data, it reduces the chance that the data would be loss. This would make the data save from data losing and distortion that threatened the study. As Cohen, et al (2011) said in his work that there were potential a massive data loss so transcribe would reduce the data loss. The participant name would not be printed as the real name but it would be changed to pseudonym to keep the privacy of the participant. Then the

researcher moved on to the next stage of data analysis, which was open and analytical coding.

The next step of data analysis was coding. The characteristic of the data that gathered by interview was thick and rich data, so the researcher needs to analyze the words and group them into larger meaning of understanding, such as concept or category. Coding was divided into four steps, which was open, analytical, axial and selective coding. Cohen, et al (2011) also mentions that coding is a process of giving label or category to a piece of data to identify similar ideas or information. Firstly, the researcher proceeds with open coding. Open coding was a simple label that the researcher attached to a piece of data that later would be describe or categorize (Cohen, Manion, & Morrison, 2011). The open coding could be done line by line, phrase by phrase, sentences by sentences, paragraphs by paragraphs. The label could be derived from the researcher own idea or based by the participant saying. The open coding was used to help the researcher to identify specific or similar information. After the data had been labeled, the researcher moved to the next stage of data analysis process.

The next stage of data analysis was analytical coding. The researcher groups the labelled data from the open coding into similar theme. Analytical coding was more than just giving label to a piece of data, but giving an interpretative code. Cohen, et al (2011) stated in his work that the purpose of analytical coding to gives more explanatory and interpretative meaning to a piece of data. The analytic coding may derive from the theme or a topic. The analytical

coding gives the data more descriptive code to interpret the data based on some theme or topic.

The next step of data analysis process was axial coding. The axial coding is a process that gathers data that originally cluster in small unit to a bigger category. Cohen, et al (2011) said in his study that axial coding connects related codes or label into a larger category that shares similar meaning. The last stage of data analysis process was selective coding. The selective coding is procedure to identifies the core of a data and form a theory based on the specific information. The researcher could draw the conclusion based on the selective coding. The selective coding provides the researcher the result of the study and the answer of the research questions