

Chapter Three

Methodology

This chapter discusses about the research methodology. The first part of this chapter discusses research design applied in this study. The second part is description of the research setting and participants. The other part explains data collection method and researcher reason for choosing the method. Data collection procedure is also described in this part. For the last part of this chapter, data analysis process is explained to complete the description of the research methodology.

Research Design

The purpose of this study was to find out what were the English Education Department of Universitas Muhammadiyah Yogyakarta students' perceptions on how they wanted to sound like and which speakers do they prefer to be their role model. Therefore, the researcher made a consideration in conducting the research. The researcher considered that qualitative was an appropriate design for this research because the researcher wanted to dig out the information and explanation that related from the participants. According to (Creswell, 2012), qualitative research in one of method in conducting the research by an observation or interview. In line with that, it is concerned with developing explanation for further information.

In the implementation of this research design, the research required an accurate action on each of the component in order to describe the subject. As the expert mentioned "qualitative data analysis involves organizing, accounting for

and exploring the data, in short, making sense of data in terms of the participants' definition of the situation, noting patterns, themes, categories and regularities" (Cohen, Manion, & Morrison, 2011, p.537). Hence, the data that researcher used is approaching the truth.

Under the qualitative research, this research applied descriptive qualitative. This research design was needed to describe the fact and the characteristic of subject were being researched. According to Moleong (2007, p.72) "descriptive research is a study which purposed to describing phenomena, activities, relationship, similarities, and differences with other phenomena". For this reason, qualitative descriptive was expected to be the best research design to collected data for this research.

Research Setting and Research Participant

The research was conducted in English Education Department of Universitas Muhammadiyah Yogyakarta. There are two reasons in chose the English Education Department of Universitas Muhammadiyah Yogyakarta to be the setting of this research. First, there was no previous research about students' perception on how they wanted to sound like in English Education Department of Universitas Muhammadiyah Yogyakarta. This reason made the researcher interested to conduct the research in this course. Second, in term of accessibility. The researcher was also student of English Education Department of Universitas Muhammadiyah Yogyakarta. Therefore, it was easier for the researcher to conduct the research in this setting.

The participants of this research were selected based on their batch. The researcher chose students at batch 2016. There were two reasons the researcher chose participants from this batch. First, they were the youngest batch in English Education Department of Universitas Muhammadiyah Yogyakarta which was expected to still have their own perception and expectation in speaking English to be like. Second, their pronunciation could still be changing so their first expectation and their pronunciation role model were needed for this research. The researcher chose four students as the representative of their batch. According to Creswell (2012) “the research select a sample representative of the population so that claims or interferences can be drawn from the sample for the population” (p.381).

The researcher took four students as the participants based on Creswell (2012) in Karlina (2015) who stated, “descriptive qualitative might use small sample size, which meant there was no definite number of participants. Hence, these numbers of participants represented the information of the data” (p.27). In addition, the researcher used convenience sampling to choose the participant based on Dornyei (2007) in Etikan, Musa, and Alkassim (2016) who stated that convenience sampling is a type of non-probability or nonrandom sampling where members of the target population meet certain practical criteria, such as easy, accessibility, geographical proximity, availability at given time, or the willingness to participate. So, the researcher took four students accessible as the sample from their batch in English Education Department of Universitas Muhammadiyah Yogyakarta. The four students are female students which are coming from three

classes. Participant one called P1 came from class A, participant two called P2 from class B, participant three called P3 from class B and participant four called P4 came from class C.

Data Collection Method

For this study, the researcher used semi-structured interviews as technique of collecting data. The researcher used this type of interview because it required more focus on question that researcher asks, but it still permits the interviewer to explore their answer so the researcher knew deeply about the topic. According to Harrel and Bradley (2009) “semi-structured interviews are often used when the researcher wants to explore deeply into a topic and to understand thoroughly into the answers provided” (p.27).

Besides that, the researcher employed one-on-one interview as the type of interview. One-on-one interview meant the researcher and the interviewer meet face-to-face for the interview. So the interviewer answered the questions without hesitant because they just face the researcher as the interviewer. According to Creswell (2012), the ideal participants for interview are those hesitant to speak, speak well and who can share the idea comfortably.

Before starting the interview, the interviewer began with preparing the interview guideline. This guideline aims to help the researcher more focused with the interview purposes and the get the detail answers. After that, the researcher made an appointment to do this interview while explains the purpose of the interview.

In the interview process there was no limitation time. This meant when the questions that researcher asked were done, the interview was ended. Hence, if the interviewee already answer all of the questions and the researcher got the information that researcher need, the process of data collecting was finished.

While interview process, the researcher used the researcher used mobile phone as the recorder tool and *Bahasa Indonesia* as the working language. The aim in using *Bahasa Indonesia* was to make the communication between researcher and the interviewer easier. This was related with Byrne and Michelle (2001) argument that the researcher must master communication skill. The researcher should speak fluently and easy to understand, so the interviewers can understand what the researcher means. Therefore, the answer which interviewers give is not confusing and the researcher get the requirement information.

Data Analysis

After collecting the data from interview, the next step was examining the data. There were several steps in data analyzing for this research. First was transcribing the data from recorded interview to written text, then checking the data. In regard to data validity, the researcher conducted member checking. This step was helpful to validate the data. After that the researcher analyzed the data used thematic analysis started with open coding. Open coding was the process conducted after transcribing. According to Lu (2008), “open coding is the process of studying, relating, theorizing and categorizing the data”. The next step is axial coding. For this part the researcher will categorize each statement that have same categorize into one group (Cohen, Monion & Morrison, 2011). Afterward was

selective coding. According to Strauss and Corbin (1990) in Cohen and Crabtree (2006) “selective coding is the process of selecting the core category, systematically relating to the other categories, validating those relationships and filling in categories that need further refinement and development” (p.1). So in this stage the researcher analyzed and accomplished all the result data from axial coding into each group selectively. After this step was finished, the researcher reported the final data using descriptive qualitative.