

CHAPTER III

RESEARCH METHOD

A. Research Type

In this study, the researcher uses qualitative descriptive research. Qualitative research produces descriptive data (descriptions in the form of written or spoken words of each observed person's behaviour). Qualitative researchers aim to understand phenomena carefully if they interact with subjects through in-depth interviews. In addition, they can also observe the phenomenon at the location where it occurs.

The combination of these research methods suggests in the book that qualitative research is often referred to as naturalized because it is conducted in natural settings, as is often the case for cultural anthropology, which was originally called qualitative.

According to Creswell (2009) Qualitative research is a means of exploring and understanding the meaning of individuals or groups towards social or human itarian issues. The research process involves questions and procedures that arise, collecting detailed data on general topics, and interpreting the meaning of the data. The final written report has a flexible writing structure

" Merriam, in his book on qualitative research (2009), states, " Qualitative researchers are interested in understanding how people interpret their experiences, how they construct their worlds, and the meanings they attribute to their experiences. Qualitative research is interested in understanding how

people interpret experiences in their lives, how they construct their world and what their experiences mean."

According to Melong (2013) " Qualitative research is defined as research that uses various scientific methods and is holistic and descriptive in the form of words and language in a natural and unique context, with the aim of understanding the phenomenon of what the research subjects might experience, such as actors, perceptions, motivations, actions, and so on (Muhajirin *et al.*, 2024)." The researcher used a qualitative descriptive method with a case study approach. This research focuses on one particular object and examines it as a case. The case study method allows researchers to remain holistic and meaningful.

The researcher 's research, " Teacher's Strategies in Using Digital Media for Teaching English at MAN 1 Padang ", is one of the studies that use a qualitative method with a case approach.

Qualitative research is needed to examine this phenomenon from students' long-term education perspectives. The central phenomenon is the central concept, idea, or process of qualitative research. Case studies collect data using various methods, such as interviews, observations, and archives.

Based on information from several experts above, it can be concluded that qualitative descriptive research is a series of activities that require data to run without having to enter a certain condition to produce meaning.

B. Pleace and Time of Research

Population is not used in qualitative research because its methodology begins with a few examples in a specific social context, and its conclusions are not applied to the population; instead, the population is transformed in another context with social situations comparable to the case being studied. In qualitative research, the term "sample" refers to resources, participants, informants, friends, or teachers in the study, not the respondents themselves. Because the goal of qualitative research is to develop theory, the sample in this type of research is often referred to as a theoretical sample, not a statistical sample.

In qualitative research, the term "sample" refers to resources, participants, informants, friends, or teachers in the study, not the respondents themselves. Because the goal of qualitative research is to develop theory, the sample in this type of research is often referred to as a theoretical sample, not a statistical sample.

This research was conducted at MAN 1 Padang, West Sumatra. This research is aimed at one English teacher in the process of teaching English using digital media. During class hours, the first research time was Thursday, January 23, 2025, and the second was Friday, January 31, 2025.

C. Research Respondent

The respondent of this research is one English subject teacher at MAN 1 Padang. The researcher focuses on the teaching process using digital media.

teachers who use digital media, allowing them to implement learning strategies as planned before the lesson begins.

Table 1. Respondents

Name	Novi Fitri S.Pd
Age	39 Years old
Graduate	Pendidikan Bahasa Inggris STKIP Payakumbuh
Teaching Experience	8 Month

The research instruments were interview guidelines, recording devices, cameras, and other equipment. Field notes were also made to complement the instruments used, namely written notes about what was heard, seen, experienced, and thought during data collection and reflection (Bogdan & Biklen, 2007).

This study used observation sheets to answer the research questions that had been formulated and interview sheets to support the results of direct observations in the field (Suharsimi, 1998).

Using digital media, interview guidelines were used to collect data on the teacher's background education and experience in teaching English. The voice recorder was used to record conversations and what the informants said during the interview. A camera was used to document the process during the teacher's teaching and what was considered to support the research facts.

D. Technique of Data Collection

There are four techniques for collecting qualitative data (Sugiyono, 2020), namely:

Data collection techniques are the most important step in the research process. Because the primary purpose of a study is to obtain valid data, if the researcher does not know how to collect data, then the researcher will not obtain data that meets the established data standards. In qualitative research, data collection is carried out with primary data sources and data collection techniques that use more observation, in-depth interviews, and documentation. According to Catherine Marshall and Gretchen B. Rossman , "the basic methods relied on by qualitative researchers to collect information are participation in settings, direct observation, in-depth interviews, and document reviews. Here, the researcher will use Sugiyono's opinion 2012; there are four qualitative data collection techniques, namely:

1. Observation

Field recording of the actions and behaviour of people at the research location is known as qualitative observation. Researchers document activities at the research location in these field notes in an unstructured or semi-structured Manner (using several previous questions they want to know themselves). In addition, qualitative observers can play roles ranging from full participants to non-participants. Observations are carried out to answer the question of what the teacher's strategies are in using digital media for teaching English at MAN 1 Padang.

2. Interview

Interviews are activities in which two or more people ask questions and exchange information and thoughts directly. Thus, interviews can be constructed to refer to a particular topic.

Interviews are used as a data collection method when researchers want to learn more from respondents in-depth and conduct preliminary studies to identify problems that need to be studied. This method is based on self-reports or at least on personal knowledge/beliefs.

According to Susan Stainback's suggestion (1988), a person can obtain the resources needed to gain a deliberate understanding of a phenomenon only through casual activities. Therefore, through interviews, researchers will have a deeper understanding of participants in interpreting the circumstances and phenomena that arise, information that cannot be found through observation.

This study conducted interviews to capture information about what digital media are used for teaching english at MAN 1 Padang.

3. Documentation

Documentation is a way of collecting information visually, verbally and in writing. Documentation is collecting data through sincere heritage such as archives, including books about theories, opinions, arguments, laws and others related to the research problem. So, the document can be used as a record of activities, events or events that have passed, which are recorded and collected into one file. The document in question can be in

written form, pictures, or monumental works of a person. Observation and interview methods are complementary in collecting data in qualitative research (Silalahi, 2006).

4. Triangulation

One method of data collection that researchers use to determine the credibility of the final product is triangulation. In other words, triangulation is the process of verifying facts or information collected from several angles. Triangulation technique, meaning research uses a different technique to get data from the same source.

According Stainback (1988) States that "the aim is not to determine the truth about some social phenomenon, rather the purpose of triangulation is to increase one's understanding of whatever is being investigated"

In the Triangulation Technique, there are three different ways to check the data, Triangulation Source, Engineering and Time. In this research the writers used Technical Triangulation.

Through the use of various ways to compare data against the same source, these triangulation tests evaluated trustworthiness. As a result, researchers deliberated to determine which data was considered true or likely correct from multiple perspectives. (Sugiyono, 2016: 274). For instance, the method ensures that the material collected through interviews is considered to be accurate and is subsequently verified through observation or documentation.

In triangulation techniques, there are three different ways to check data, the source of triangulation, engineering and time. In this study the writers used technical triangulation.

Technical triangulation is a way to compare data with the same source, and this triangulation test evaluates trust. As a result, researchers have decided which data is viewed as correct or possible from a variety of perspectives. (sugiyono, 2016: 274) For example, this method ensures that material collected through interviews is accurate and is then verified by observation or documentation.

E. Technique of Data Analysis

Data analysis is the stage of collecting and systematically compiling the data obtained through interviews, observation, and documentation in written form or audiovisual recording. It identifies and selects important data and creates conclusions so researchers and people can easily understand them. Data analysis techniques used in qualitative research have four stages: data collection and reduction, presentation of data, and the final stage drawing conclusions and verification.

Data analysis is one of the stages in research activities that determines the validity and accuracy of research. It attempts to organise data so that it can be processed, managed, and directed optimally.

According to Patton, data analysis is arranging and organising data sequences into a pattern, category and basic description so that themes can be found and working hypotheses can be formulated as the data suggests. Several

stages of Miles and Herberman's interactive analytical model through four stages, namely data collection, data reduction, data presentation and conclusion:

1. Data Reduction

Data reduction is used in the selection, simplification and abstraction processes. The method is selecting, making a summary or brief description, classifying into patterns by making transcripts, researching to strengthen, shorten, and create focus, making unimportant parts and organizing so that conclusions can be drawn. The researcher will select data from interviews with research subjects and the documentation obtained. The collected data will be selected and categorized into relevant and raw data. Raw data is re-selected, and relevant data according to the problem formulation and research objectives will be prepared for the data presentation.

2. Data Display

Data presentation, namely a set of information arranged in such a way that it provides the possibility of drawing conclusions and taking action. So that the presentation of the data does not deviate from the main problem, it can be realized in the form of a matrix, graphic, network, or chart to serve as a guide for information about what's going on. The data is presented in accordance with what is being studied.

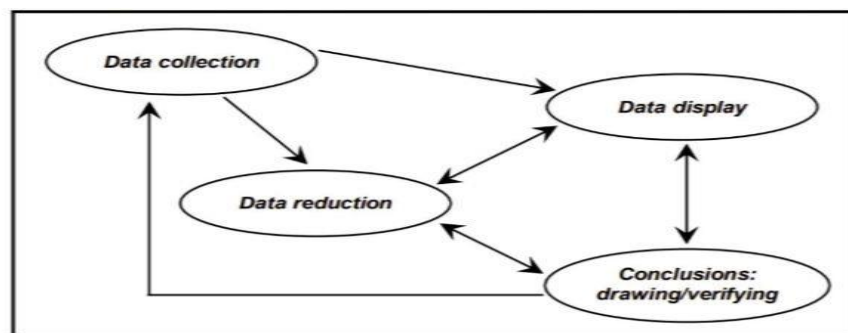
Data display is an organized way of summarizing information. The researcher would understand all the data that has been collected and

Manage it to be able to take the results of the teachers' strategy. Then, the selected data will be presented using a qualitative method. The data would be given as descriptive narratives that explain the teachers' situation in using teaching strategies.

3. Drawing Conclusion and Verification

Concluding aims to find or understand the meaning and regularity of explanation patterns, causality, or proportion. The conclusions drawn are immediately verified by looking and questioning again while looking at field notes to gain a more precise understanding. Apart from that, it can also be done through discussion. This is done so that the data obtained and interpretation have validity and the conclusions drawn are stable (Silalahi, 2015).

The conclusion is the final result of data processing. The purpose of reducing and displaying data is to conclude. Then, the essential things to get accurate results should be noted down. After that, the last action was to conclude the research and verify the data about the reading teaching strategies used by teachers in teaching in the classroom.



Gambar 2. Komponen Analisis Data (Interactive Model)
(Sumber : Miles dan Huberman, 2012)