

CHAPTER III

RESEARCH METHODOLOGY

3.1 Opening Remarks

This chapter discusses overview of the design and method of the study. It particularly describes research site and research participants (the students, the Director of State Polytechnic of Lampung, the Head of Study Program, and the English Teacher). Then data collection process, data collection technique from data resources (document analysis, questionnaire and interview), and data analysis follow them. Validity issues conclude this chapter.

3.2 Research Design and Method

Due to the characteristics, this study employed qualitative research method. This study deals with a single or small-scale case that is studied in detail (Punch, 1988 in Silverman, 2005: 126). And the result was not to be generalized (Alwasilah, 2009; Frankel and Wallen, 2007; Setiyadi, 2006).

The research method applied in this study was a descriptive method. It especially employed a case study because this study examines a case mainly to provide insight into an issue (Stake (2000) cited in Silverman, 2005).

3.3 Research site

The research was conducted in State Polytechnic of Lampung at Economy and Business Study Program. It was chosen for the researcher is one of the teaching staff in State Polytechnic of Lampung, therefore, the access to do the research is feasible. As Alwasilah (2009) states, a researcher should consider convenience factor in conducting the research.

3.4 Research Participants

In relation to the focus of this study, which is the English needs analysis of students of Accounting study program at State Polytechnic of Lampung; there were five groups of the participants who were involved in this study. They were twenty four students of Accounting study program who were at the fifth semester; a class of the second semester students of Accounting study program (consisted of 33 students) one English teacher; a Head of Accounting study program; the Director of State Polytechnic of Lampung; and two supervisors from two PT Sampoerna Telekomunikasi Indonesia and CV Usaha Bersama. Those participants were involved in order to get a complete and comprehensive data on students' needs of ESP class. To protect their real identity the researcher disguises their names.

3.4.1 The Students

The researcher purposively selected the twenty four students of Accounting study program who were at the fifth semester. They were chosen because they had taken “on the job training” program, so that they could give information about the activities in the “on the job training” program. The second

groups of students involved in this study were those of the second semester students of the same study program. The second group of students was the participant, the researcher chose to try out the proposed material and at the end they were also asked to fill in questionnaire on Students' opinion about the proposed material.

3.4.2 The English Lecturer

An English lecturer of English for Business was involved in this study. He has been teaching English for Business for about Four semesters.

3.4.3 The Head of Accounting Study Program

The head of Accounting study program was involved in this study to give information about the study program vision and mission and the expectation on of ESP class.

3.4.4 The Director of State Polytechnic of Lampung

The director of State Polytechnic of Lampung, Mr. Ridwan Baharta, is interviewed to gather the data on the Institution expectation of Polytechnic graduated on English mastery.

3.4.5 The Stakeholders

PT. Sampoerna Telekomunikasi Indonesia and CV. Usaha Bersama were chosen to involve in this study. The choice was based on the criteria of International scale company profiles and the willingness to participate in the

study. Each supervisor was sent a set of questionnaire on Students' Needs analysis of ESP class.

3.5 Data Collection Process

The researcher firstly distributed a set of questionnaire on Students' Needs Analysis of ESP class to fifth semester students of Accounting Study Program. As it was mentioned the students chosen were those who had finished their "on the job training" program (PKL). Due to the absence of some students, the questionnaires were distributed in two periods. The next visit to distribute the questionnaires to the students was a week later, during the TOEIC session. During this time, the researcher also collected English for Business Syllabus to be analyzed. This syllabus was used to analyze the material taught and the students' needs based on the study. Besides the syllabus, the researcher also asked permission to have the copy of students' TOEIC score. It was used to see the Accounting students' English capability. The copy of students' score was then given a week later.

The next visit was made two days later. This time the researcher interviewed the Head of Accounting study program to learn about Study Program vision and mission and Graduates' needs on ESP. The researcher, then, interviewed one of the English lectures, Mr. Anwar, to capture further the ongoing ESP program. Mr. Anwar has been teaching the ESP class for about four semesters.

The researcher made her next visit the following day to interview the director of State Polytechnic of Lampung. The interview gathered the data on the Institution vision and mission, and the Institution expectation on graduates' English mastery.

While most of the data from respondent were collected during the researcher visits, the data from the supervisors were received through email within two weeks since the questionnaires had been sent.

Having gather and analyzed the data taken from all respondents, the researcher formed a one meeting proposed material. The researcher then do materials pilotingto the second semester students of Accounting study program. At the end of the session, the students were given a questionnaire, this questionnaire was aimed to capture students opinion on the material. The questionnaire on students' opinion toward the materials used to revise and design other materials. Then, the researcher tried out the materials again.

3.6 Data Collection Techniques

To obtain the data for this study the researcher collected them through three different techniques as follows:

3.6.1 Questionnaires

There two kinds of questionnaires used in this study. The first questionnaire was Students' needs Analysis questionnaire and the second one was Students' responses toward proposed materials questionnaire. Students' Needs Analysis questionnaire was distributed to fifth semester students of Accounting

study program and two representatives of stakeholder. Students' questionnaires consisted of fifteen open-ended and closed questions. The questions were divided under three categories; Present situation, Target situation and Learning needs (Adopted from Hutchinson and Waters, 1987). The combination of open-ended and closed questionnaire was aimed to investigate and explore deep answers on students needs' analysis under those three categories.

The questions given to the second group of participants, the stakeholder representatives, are open-ended questions. It gathered the data on students' needs of English in target situation. There were seven questions given to each supervisor. The questionnaire was distributed through email, and the answer was also return back through email within two weeks.

The Students' responses toward proposed material questionnaire were given right after the material has been tried-out. There were ten open-ended questions aimed at gathering information on how the students' think about the material. There were seven areas to be covered in this questionnaire; Material relevancy to Accounting area, Material relevancy to future career, New experience in ESP class, Part of the material that is/are useful, Part of the material that need to be improved, Part of the material that is difficult, and part of the teaching activities that is useful.

3.6.2 Interview

Interview was chosen to gain information from the Head of study program, the Director of State Polytechnic of Lampung, and an English Lecture in relation to the research questions. The respondents' answers were first, recorded and then

transcribed. Then, the transcription was analyzed in relation to the theories presented in chapter II and to the research questions.

Interviews were given in a semi-structured way, because she had an aim to explore all information that might appear during the interview. The researcher did not only focus on the prepared questions, but also developed the questions as the interview was going on. All interviews were recorded and transcribed to ease the researcher to analyze them.

The interview was used to validate data from other data resources. It was also used in relation to triangulate the data given by each group of respondent. There are eight questions addressed to the director of State Polytechnic of Lampung nine questions addressed to the Head of Accounting Study Program, and eleven questions addressed to the English Lecturer.

3.6.3 Document Analysis

There two documentary analyses included in this study:

1. A State Polytechnic of Lampung Business English Syllabus. It is a teacher syllabus which consists of fourteen meetings.
2. Students' TOEIC score. The students joined the TOEIC as graduation prerequisite.

The process of gathering documentary data in this study was ongoing.

3.7 Data Analysis Framework

3.7.1 Questionnaire data

Data from questionnaire were in the form of respondent written answers. The questionnaire data were taken from two groups of respondents; the student and the stakeholder. In relation to research questions the answers from student questionnaire were analyzed under three categories; *present situation*, *target situation*, and *learning needs*. The Stakeholder questionnaire data are analyzed in relation to the analysis on students' needs under *target situation* needs.

3.7.2 Interview data

The data from interview were in the form of recording. The recording were analyzed and categorized to gain information related to the research question about Students' needs of ESP class under *target situation* category (see Appendix Source of Information). The interview was also used to triangulate the data taken from the questionnaire.

3.7.2 Documentary data

A State Polytechnic of Lampung Business English Syllabus was analyzed in relation to the research question. The syllabus revealed the data whether or not the syllabus used has met the students' needs of ESP class. While the students TOEIC score data was analyzed to give more information on students English present situation.

3.8 Validity Issues

The data of this study were checked by triangulating. The data were collected from three data resources (i.e. questionnaire, interview, and documentary) and from different parties (i.e. students, State Polytechnic of Lampung director, Accounting head study program, lecturers, and stakeholders).

3.9 Closing Remarks

This chapter has discussed the method and design the researcher applied in conducting the study. The research site, research participants, data collection process, data collection techniques, and data analysis are presented in chapter IV.