

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents information about how this research conducted. It includes explanations on the research design, subjects of the research, research setting, procedure of the research, the instruments and data collection techniques, data analysis techniques, as well as the validity and reliability used under the study.

3.1 Research Design

In this research the researcher applies a qualitative ethnographic case study research. Meanwhile, case study design is an investigation strategy involving extensive exploration of a single unit of study, which may be a person, family, group, community, or institution, or a very small number of subjects who are examined intensively. The number of variables are usually very large. The researcher observe the students reading habit especially in the vocational school. In other word, the researcher only concern in presenting all sources related to reading habit in the vocational school. In this research, the researcher attempt to figure process of students reading activity in the school.

3.2 Source of Data

3.2.1 Observation

This research conducted in some vocational schools in Marpoyan Damai subdistrict Pekanbaru, in the second year student accounting major students as the

participants. They were the second semester students of the academic year of 2017/2018. The first vocational school is SMK YAPIM Siak Hulu. The second vocational school is SMK YABRI, and the last is SMK PERPAJAKAN Siak Hulu. In those vocational school, the researcher will choose accounting major as the researcher wants analyze to. Then, the researcher distributed some questionnaire to the students to be filled, which related to the reading habits indicators.

3.2.2 Open Questionaire

A quesrtionaire is the set of questions put to a respondent, Herlen (2012). Open questions allow people to express what they think in their own words. Open-ended questions enable the respondent to answer in as much detail as they like in their own words. Open questions are often used for complex questions that cannot be answered in a few simple categories but require more detail. Thus, the researcher will use open-ended questions for the repondent to answer the questionnaire.

In this research, the researcher will ask some questions relate to the seven indicators of reading habits. Those indicators are; attitude towards reading, reading frequency, time spent on reading, motivation on reading, and book read. In doing so, the questions will be written relate to the seven indicators.

3.2.3 Respondent

A person who replies to something, especially one supplying information for a survey or questionnaire or responding to a research. Then, respondent is also the person, that can be a source for the researcher who wants to get some

information and collect the data. The researcher will ask the second year students of vocational schools in Marpoyan Damai subdistrict Pekanbaru as respondents for her research.

3.3 Data Collection Technique

3.3.1 Observation

Survey or observation are the tools to acquire some data which is useful for the researcher in conducting the research. The researcher will observe the second year students of some vocational schools in Marpoyan Damai subdistrict Pekanbaru.

3.3.2 Questionnaire

The researcher used the form of reading habits questionnaire. Reading habit questionnaires distributed to the students in order to determine their reading habit score. In this case the researcher will collect the data from the second grade students of accounting major at some vocational schools in Pekanbaru.

3.4 Data Analysis Technique

3.4.1 Observation

The researcher are going to do observation to collect the information relate to reading habit. Malderez, A (2002) stated that observation is process of seeing and hearing as well as using other senses to collect the information. In fact, there are four purposes of observation; for professional development, training, evaluation and research. Thus, the observation here will be used for

research. Furthermore the researcher will observe the participant in applying reading habit. After observe the participant, the researcher is going to collect the information in the small note.

3.4.2 Questionnaire

Questionnaires are useful option to consider when conducting a postal survey Mathers,N, Fox, N & Hunn, A (2009). Questionnaire is almost same like interview, but it conduct in written. The participant should answer some question by answering the written question provided by the researcher. Then, the researcher is going to distribute the questionnaire to the participants. After distributing the questionnaires, the researcher will analyze based on reading habit variation. The questionnaire used to collect research question. The researcher provided several questions relate to the seven indicators of reading habit. The students got the questionnaire in Bahasa Indonesia, it was to avoid student's miss understanding.

The researcher created constructed based on the indicators proposed by J. Caesar 2010. In one indicator, the writer several question in order to persuade the students to read. The more questions provided by the researcher, more students read the questions. In another word, the researcher succeeded to motivated students to read. The questionnaire has written by the researcher based on the indicators as follow: Attitude toward Reading, Book Read, Frequency Reading, Time Spent on Reading. Motivation on Reading.