

CHAPTER 3

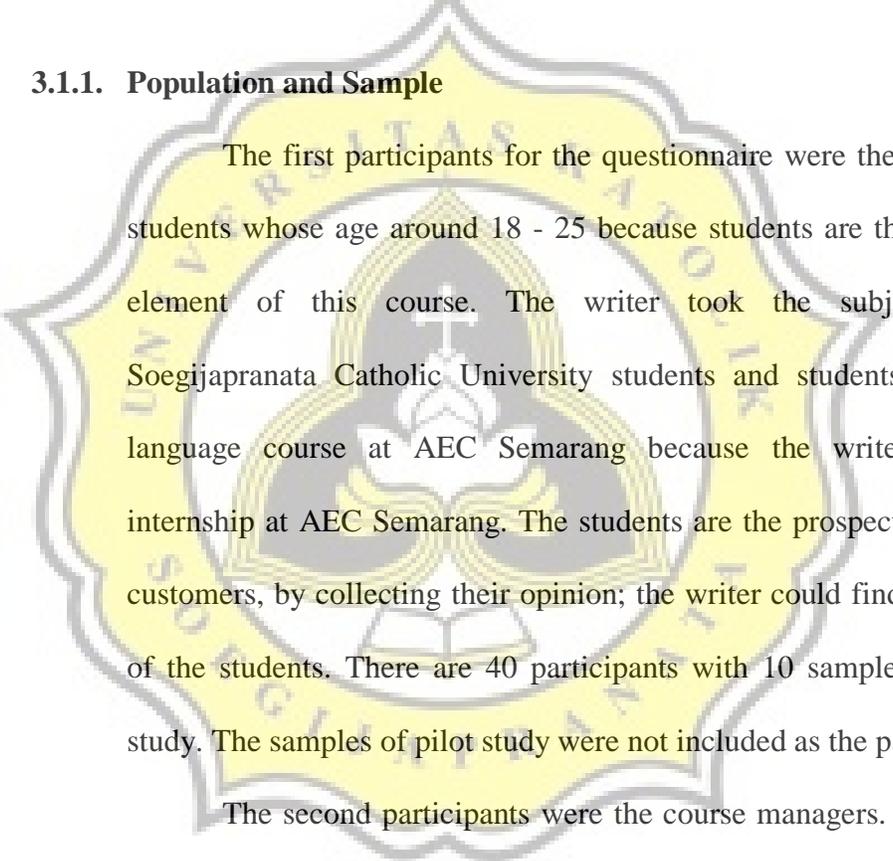
METHOD OF DATA COLLECTION AND ANALYSIS

Coryn (2006) stated that there are three significant parts on research. First, reasearch is truth seeking. Second, research is to explain or describe something, and the third, research is conducted by those who have the requisite proficiency or expertise. The task or duty of researchers is truth seeking, aimed at describing or explaining, conducted at a high level of proficiency or expertise, which results in a contribution to knowledge (Coryn, 2006). There are three types of doing research methodology. They are quantitative, qualitative, and mixed methods. According to Creswell (2009) Qualitative research is means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. While Quantitative research is means for testing objective theories by examining the relationship among variables. Mixed Methods means combining both of qualitative and quantitative data. Since the purpose of the writer is to understand the need of potential course customers to join the online English course, the writer decided to go on with mix method research. After the writer collected data by questionnaire, the writer will distributes online open questions and interview some course manager to support the idea.

3.1 Data Collection

In this research the writer has decided to use mix method research because the writer wants to understand what the need of potential course customers to join the online English course is. Therefore, the writer conducted an interview to some course managers and distribute questionnaire.

3.1.1. Population and Sample



The first participants for the questionnaire were the university students whose age around 18 - 25 because students are the essential element of this course. The writer took the subjects from Soegijapranata Catholic University students and students that join language course at AEC Semarang because the writer did her internship at AEC Semarang. The students are the prospective course customers, by collecting their opinion; the writer could find the needs of the students. There are 40 participants with 10 samples for pilot study. The samples of pilot study were not included as the participants.

The second participants were the course managers. The writer conducted interviews to the course managers. The writer wanted to know what kind of online English course that had been existed according to the course managers' opinion and what are the components of language course needed to develop an online English

course. The course managers are from 5 most well-known English language courses in Semarang.

3.1.2. Instrument

In order to collect the data, the writer used the instrument of interview to the course managers and distributed both of open ended and close ended online questionnaires to collect the perception of the potential course customers. Besides that, the writer also tried to observe the other course which already applied this program.

3.1.2.1 Questionnaire

As the writer did the mix method research, the writer prepared both of open ended questions for the qualitative data and close ended questionnaire for the quantitative research data. Questionnaires are usually developed based on the research question and the research objectives. According to Zohrabi (2013) questionnaires are doubtless one of the primary sources of obtaining data. In order to make the participants more understand about the questions, the writer used Bahasa on the questions.

3.1.2.2 Interview

For the qualitative data the writer interviewed course manager to understand what kind of online course that has existed and what is the positive and negative side of the online course that has existed.

Interview is a key to understand what and how the participants perceive and interpret it to the words (Zohrabi, 2013). Besides that, the writer also asked to know what kind of components needed to develop on online English course as the writer has already mentioned on the second chapter about the four components needed on online language course. They are the course structure, the content presentation, collaboration and interaction, and the timely feedback.

3.1.3 Procedure

The procedures of data collection are:

1. The writer designed the question.

The writer has prepared 6 questions in Bahasa to find out the participants' point of view towards online English course. These questions are Likert Scale. According to Joshi, Kale, Chandel, & Pal (2015) the original Likert Scale is a set of statements offered for a real or hypothetical situations under study. On the Likert scale, participants were asked to show their level of agreement from strongly agree to strongly disagree with the given statements. Beside the close-ended questions, the writer also prepared open-ended questions to understand the need of the participants if they join online English course. The writer did the try out or the pilot

study for 10 samples. The writer has chosen 10 people to test whether the questions are reliable and valid before the writer distributes the questions to the participants. Those 10 people were from Faculty of Language and Arts of Soegijapranata Catholic University students.

2. The writer checked the validity and the reliability analysis using SPSS.

In this research, the writer used SPSS 24 to check the validity and reliability of the instrument. The writer used R table for validity level. The validity value of 10 respondents is 0.632 which means that the statement is valid if the value of significance is higher than the value in r-table. The formula used in this validity is $df = n - 2$. N is the participants of the pilot study. In this pilot study, the researcher uses 10 participants that means $df = 10 - 2 = 8$ with a significance of level of 5%.

Correlations

		Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Stotal
Item 1	Pearson Correlation	1	-0.557	-0.413	-0.129	-0.527	-.690*	-.0337
	Sig. (2-tailed)		0.094	0.235	0.723	0.117	0.027	0.340
	N	10	10	10	10	10	10	10
Item 2	Pearson Correlation	-0.557	1	.801**	0.476	.771**	.840**	.886**
	Sig. (2-tailed)	0.094		0.005	0.164	0.009	0.002	0.001

	N	10	10	10	10	10	10	10
Item 3	Pearson Correlation	-0.413	.801**	1	0.512	.687*	.730*	.886**
	Sig. (2-tailed)	0.235	0.005		0.130	0.028	0.017	0.001
	N	10	10	10	10	10	10	10
Item 4	Pearson Correlation	-0.129	0.476	0.512	1	0.410	0.293	.698*
	Sig. (2-tailed)	0.723	0.164	0.130		0.239	0.412	0.025
	N	10	10	10	10	10	10	10
Item 5	Pearson Correlation	-0.527	.771**	.687*	0.410	1	.901**	.837**
	Sig. (2-tailed)	0.117	0.009	0.028	0.239		0.000	0.003
	N	10	10	10	10	10	10	10
Item 6	Pearson Correlation	-.690*	.840**	.730*	0.293	.901**	1	.796**
	Sig. (2-tailed)	0.027	0.002	0.017	0.412	0.000		0.006
	N	10	10	10	10	10	10	10
Stotal	Pearson Correlation	-0.337	.886**	.886**	.698*	.837**	.796**	1
	Sig. (2-tailed)	0.340	0.001	0.001	0.025	0.003	0.006	
	N	10	10	10	10	10	10	10

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table 3.1 Table of Correlation

The writer used Cronbach's Alpha for checking the data reliability.

Statement would be reliable if the value is more than 0.60.

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Figure 3.1. Cornbach Alpha Reliability Level

Reliability Statistics	
Cronbach's Alpha	N of Items
.893	5

Table 3.2 Reliability Statistic

Based on the table above (3.1 and 3.2) table 3.1 is about the validity check, the writer found that the validity for the first question is not valid because the validity under 0.632. Therefore, the writer decided to drop the first question. After the writer dropped the first question, the writer checked for the reliability statistic. According to the Cornbach's Alpha table, .893 means the items are reliable. Next, the writer administered the questionnaire with five questions to 40 respondents which were Soegijapranata Catholic University's students and English student on AEC.

3. The writer administered the questions to 40 respondents.

The writer administered the questions to answer the potential course participants' perceptions on Online English course and what the needs of the respondents to join online English course.

4. The writer analyzed the result using descriptive statistics on SPSS.

The writer had to find the meaning by SPSS to analyze the answer.

5. The writer prepared several questions for interview's guideline.

6. The writer conducted an interview with 5 well known English course managers in Semarang.

7. The writer recorded the process of the interview.

The writer recorded the interview to make the writer easier to transcribe the result.

8. The writer transcribed the result.

After the writer recorded the process of the interview, the writer interpreted the result in narrative discussion. Narrative discussion is a written passage which the author summarized in detail about the finding from the data analysis (Creswell, 2012).

9. The writer analyzed the result qualitatively.

In order to make the qualitative data valid, the writer also used triangulation method to check the validity and the accuracy of the findings. Triangulation is the process of collaborating evidence from different individuals in descriptions in qualitative research (Creswell, Educational Research, 2012). The writer added several

result of interview from the course managers, which supports each other and have the same idea. If there is more than one statement which has the same idea, it means that the statements are valid.

3.3 Method of Data Analysis

The writer used descriptive statistic on SPSS to analyze the result from the quantitative data. The writer gave 5 options to the respondents which consist of: Strongly Agree (5), Agree (4), Netral (3), Disagree (2), Strongly Disagree (1). Based on those options, the writer decided to use the median as the parameter to claim that if the mean score is above 3, then the perception can be said positive. If the mean is below 3, the perception is negative.

Mean Range	Interpretation
1.0 – 2.9	The perception is Negative
3.0 – 5.0	The perception is Positive

Table 3.3 Perception Parameter

While for the qualitative, the writer transcribed the result into a text and then analyzed it qualitatively.