

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Methodology

This research type used here is an exploratory research with a quantitative approach to find out Englishpreneurship student's perception on the role of Multimodal advertisement in increasing products image through social media and analyzed through descriptive method. According to Cresswell (2014), quantitative research is an investigation of social problems based on testing a theory consisting of many variables and measured by numbers, then analyzed by statistical procedures to determine whether the predictive generalizations of the theory are true.

3.2 Respondents

Sampling technique used is purposive sampling, an acceptable kind of sampling for any special situations. Sample of population is determined based on some characteristics in a population. Population is “a generalization region consisting of objects or subjects that have certain characteristics determined by the researcher to be studied and drawn a conclusion” (Sugiyono, 2007). However, this research result will not be used to generalize the population since different results may be obtained in other populations. Populations in this research are Englishpreneurship students in Faculty of Language and Art. The respondents were active students in batch 2014,

2015, 2016, and 2017. Individual respondents in this research are randomly chosen, in which each individual in the population has the potential to provide an answer. The sampling procedure for the population is the ideal technique since the writer finds it impossible to compile a list of all the people that make up the population. Sampling size is determined by a 90 percent confidence level, in this research the number of population is 75 students and the sample size is 60. The identification of the individual respondents in this research are chosen by the following criterias:

- a. A student of Englishpreneurship in Faculty of Language and Art
- b. Using any social media
- c. Have any experience in online shopping

Purposive sampling is used most often when it is difficult to reach population needs to be measured.

3.3 Data Collection

The questionnaire used for this data collection is a close-ended structured questionnaire, where the respondents only need to answer in the form of a predetermined mark for the answers that best fit in their opinion. There are two variables in this research. The first variable is Englishpreneurship student's perception about the extent of multimodal in advertisement and the second is the increasing products image through social media.

3.4 Instruments

In this research, the data generated from the questionnaire are treated as the primary data. Primary data are originally source obtained from data research. 'Likert scale' method is used in the questionnaire to provide the options to choose. Likert scales are a non-comparative scaling technique and one-dimensional (only measure a single trait) in nature. These are the options used in the questionnaire:

SD	: Strongly Disagree	(score 1)
D	: Disagree	(score 2)
N	: Neutral	(score 3)
A	: Agree	(score 4)
SA	: Strongly Agree	(score 5)

3.5 Procedure

The writer determined some steps for data collection to find out Englishpreneurship student's perception about the role of multimodal advertisement to increase products image. The steps are:

1. Designing the questionnaire, consisting of 20 statements and 5 options for each
2. Piloting data to determine whether the questionnaire is valid or not, by distributing the questionnaire to 10 students of Englishpreneurship students
3. Re-recording all the respondent's answers into the Statistical Package for Social Scientists (SPSS) to get the data validity

4. Once the questionnaire statements were valid, the questionnaires were distributed to students in Faculty of Language and Art Soegijapranata Catholic University
5. The final outcome of the recapitulation was determined by looking at the mean score of the respondents' answers to find out the role of multimodal advertisement.

Before collecting the data, the writer asked respondent's permission prior to fill out the questionnaire and the completion of the questionnaire.

3.6 Data Validity and Reliability

The writer did a pilot study to know whether the questionnaires are valid or not. A pilot study was used to measure the validity and reliability level of the data. Respondents of the pilot study are 10 students in the Faculty of Language and Arts Soegijapranata Catholic University. The questionnaire consists of 20 statements with 5 options.

- **Data Validity**

Data validity is used to determine the accuracy of a measuring instrument that provides accurate measuring results. Validity is one of the benchmarks that measures variables are really the variables to be investigated by the researcher (Schindler, 2006). The data validity was processed using SPSS. The validity level was referred to the r table and analyzed using SPSS. The formula of r table is $df = \text{total of the}$

sample -2 with two-tailed significance level of 5%, validity level of 10 respondents was 0,549. The validity can be identified as follows:

If R-value < R table, the statement is not valid.

Table 1

R table

Tabel r untuk df = 1 - 50					
df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247

Data Validity Result

The writer used SPSS to do the validity questionnaire in this research. The result of a pilot study with 20 statements distributed to 10 respondents is as follows.

Table 2

Data Validity Result

Variable	Item	R-value	R table	Information
Englishpreneurship	PR1	0.567	0.549	VALID

Students' Perception	PR2	0.651*	0.549	VALID
On The Role of	PR3	-0.20	0.549	INVALID
Multimodal Ads	PR4	0.340	0.549	INVALID
in Increasing Product	PR5	0.610	0.549	VALID
Image through Social	PR6	0.766**	0.549	VALID
Media	PR7	-0.040	0.549	INVALID
	PR8	0.415	0.549	INVALID
	PR9	0.766**	0.549	VALID
	PR10	0.610	0.549	VALID
	PR11	0.864**	0.549	VALID
	PR12	-0.122	0.549	INVALID
	PR13	-0.183	0.549	INVALID
	PR14	0.906**	0.549	VALID
	PR15	0.797**	0.549	VALID
	PR16	-0.408	0.549	INVALID
	PR17	0.580	0.549	VALID
	PR18	0.060	0.549	INVALID
	PR19	0.140	0.549	INVALID
	PR20	-0.489	0.549	INVALID

Based on the table result, it was found that ten of the twenty statements were invalid. Item PR3, PR4, PR7, PR8, PR12, PR13, PR16, PR18, PR19, PR200 were

invalid because their Rtable was less than 0,549, as a result, there are only 10 valid items of instruments used. The instrument was then distributed to 60 students Englishpreneurship of the Faculty Language and Art Unika Soegijapranata. The writer distributed the questionnaire on October 29th, 2018.

- **Data Reliability**

Data Reliability is used to measure consistency over results over time. Reliability is directly related to the validity results. The measurement result must be reliable in the sense that it must have consistency and stability. A reliable questionnaire can be known from this Alpha Cronbach Reliability table:

Table 2

Alpha Cronbach table

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

Data Reliability Result

The writer used SPSS to measure the consistency of the questionnaire.

The questionnaire can be reliable if the Alpha 's Cronbach value >0.6 .

Table 4

Data Reliability Result

Reliability Statistics

Cronbach's Alpha	N of Items
.910	10

From the reliability test, the result suggests that the questionnaire is reliable. The reliability level of the questionnaire is 0.910, higher than Alpha Cronbach > 0.9 level, meaning that the instrument can be counted on as a research instrument.

3.7 Data Analysis Technique

The questionnaire responses were analyzed statistically using Statistical Package for Social Scientists (SPSS) to determine the degree of respondent's perception about the role of multimodal advertisement on increasing the product image through social media.

The way to do so is by using descriptive statistics to establish the means of respondents. The higher the means, the better the perception, while the lower the means suggests otherwise. Overall, it can be illustrated as follows:

$> 3 = \textit{positive}$

$= 3 = \textit{neutral}$

$< 3 = \textit{negative}$

Besides the means, standard deviation is used to see the data dispersion. The final presentation of the data will be presented in a chart.

3.8 Descriptive Analysis

In this research, the writer used descriptive analysis to explain the results of the measured data on the research problem. The writer chooses the mean of a variable, and the values of means are gathered by summing all the data in each variable then divided by the number of respondents. The formula refers to the following:

$$Me = \frac{\sum X_i}{n}$$

Me = mean

\sum = sigma

X_i = value of X to i – to n

N = total respondents

