

## CHAPTER III

### RESEARCH METHODOLOGY

In this chapter, the writer will present the method of data collection and data analysis. This research used a quantitative method through a survey design. (Creswell, 2009) mentions that survey design is a part of quantitative research that describes trends. Attitudes or opinions of a population by studying a sample of that population.

#### **3.1 Method of Data Collection and Data Analysis**

##### **3.1.1 Instrument**

One of the most important activities in doing research is how to get and collect the data needed using a research instrument. According to Arikunto (1983), research instrument is a device used by the writer while collecting data to make her work becomes easier and to get a better complete, and systematic results so that the data are easy to be processed. There are several ways to collect data like observation, field notes, interviews, and tests. In this study, the writer collected the data by using a questionnaire.

The writer designed the questionnaire to obtain the answer to the research question. The questionnaire is a written or printed list of questions to be answered by a number of customers. In this research, the questionnaire is used to collect data about the customer's point of view on English language usage in the advertisement. This questionnaire uses random sampling to get the data.

The writer took 56 customers from online shop *Makanenak Bakedrice* to get the data. The writer designed 11 questions and gave five options for the respondents to express their opinions. The writer used a scale based on

Liker-scale as follows:

1. = Strongly Disagree
2. = Disagree
3. = Neutral
4. = Agree
5. = Strongly Agree

After collecting the questionnaires which were be filled out by the respondents, the writer then will analyze the data by using SPSS. The results are explained one by one with descriptive statistics.

### 3.1.2 Population and Sample

In this research, the respondents of this research were *Makanenak Bakedrice* customers. Here is the table of the respondents.

No.	Respondent	Number of Respondent	Instrument
1	The Customers	56	Questionnaire

There are 56 customers who bought the *Makanenak Bakedrice* product, and the writer chose all of them. The writer distributed a questionnaire to 56 customers until December 2018 so, the writer could find the perception from the customer's side. Before that, the writer shared the questionnaire to 10 customers for a pilot study to find the validity and reliability of the questionnaire. In this research most of the respondents were female.

### **3.1.3 Procedures**

There were some procedures that were done in this research

#### **1) Plan**

To determine the subject of the study, the writer chose the instrument by designed questionnaires in close-ended question types.

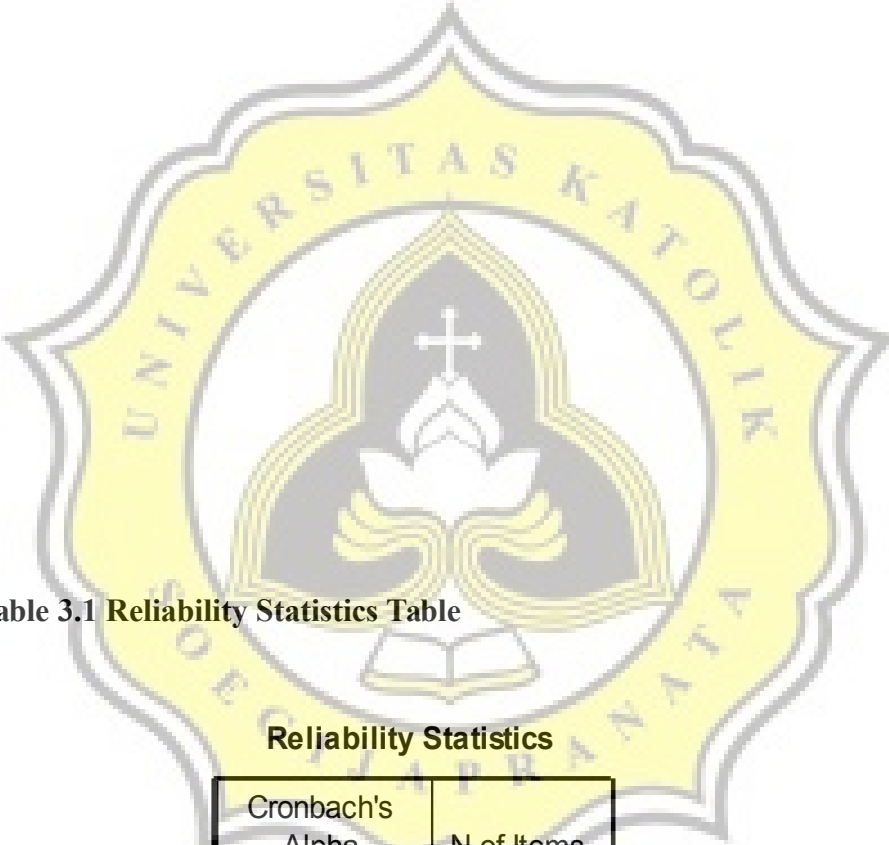
#### **2) Collecting data**

To collect the data, the writer distributed the questionnaire to the respondent and collected data from the trusty journals, books, articles and other sources.

### **3.1.4 Data Analysis**

After collecting the data from the questionnaire the writer inputted the data and analyzed and made a conclusion about the customers' perception of English Language usage in *Makanenak Bakedrice* Advertisement through Instagram using the theories that the writer used. The writer used SPSS 20 to analyze the questionnaire and made the summaries of all the data. Next, after the pilot study, the writer distributed a valid questionnaire to the respondents. From the result of the pilot study, there

was 1 invalid statement and it was dropped. The following are the results of the reliability and validity answer.



**Table 3.1 Reliability Statistics Table**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.927	10

In the table above, the Cronbach's Alpha for 10 questions is 0.927. The value for r table for  $df = (N-2)$   $df = 8$  is 0.6139 it means that the questionnaire is valid as is it higher than the value of the r table. The purpose of Cronbach's

Alpha table is to find out the validity of the questionnaire. The valid statement can be known as:

<b><math>R_{table} &gt; R_{value}</math></b>	The statement is Valid
<b><math>R_{table} &lt; R_{value}</math></b>	The statement is not Valid



### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q1	32.0000	46.000	.730	.919
Q2	31.6000	42.933	.956	.905
Q3	31.4000	45.600	.845	.913
Q4	31.8000	46.844	.682	.922
Q5	31.7000	45.122	.795	.915
Q6	31.1000	48.322	.847	.916
Q7	31.2000	50.400	.752	.921
Q8	31.0000	50.222	.576	.926
Q9	31.6000	49.378	.465	.934
Q11	31.6000	45.156	.699	.922

Figure 1

r. table

### Table 3.2 Item – Total Statistic Table

Based on the table of Item-Total Statistics the correlated item which is less than 0.6139 (the value of r table for two tail) is item 10 so the writer dropped the statement and would not be discussed further. This table is to find out the validity of the statement after 1 statement has been dropped. After that, the writer distributed the questionnaire to 56 customers of *Makanenak Bakedrice*.