

CHAPTER III

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Method of Data Collection

The main purpose of this study was to seek the parents' perception of the use of the English language in a pamphlet that was already explained above as the advertising medium in the writer's business, English course. Moreover, this study also intended to know about the benefits of using the English language in a business pamphlet which was in the English field. In fact, to achieve the purpose of this study, the writer needs to collect the data then analyze them. There are three methods to collect the data in a research such as quantitative, qualitative, and mixed methods (John, 2008). However, in this study, the writer intends to use the first method which is a quantitative method.

The quantitative method is a method which is using a strategy and scientific procedure. In this method, the statement of the problem must be clear enough to be analyzed. The data is numerical and can be mathematically computed. Usually, the analysis of data collection can be collected through some techniques such as polls, questionnaires, and surveys.

3.2 Participants

The participants in this study are parents in elementary schools near Jl. Semarang Indah since the business is located there. Those elementary schools are Tri Tunggal, Daniel Creative School, and Terang Bangsa. The writer spread the 50

pamphlets for each school. Therefore, there were 150 parents who received the pamphlet. As Cohen (Cohen, Manion, & Morrison, 2007) said, for confidence level 90 percent, the researcher should at least take 97 samples of 150 population.

Box 4.1

Sample size, confidence levels and confidence intervals for random samples

Population	Confidence level 90 per cent			Confidence level 95 per cent			Confidence level 99 per cent		
	Confidence	Confidence	Confidence	Confidence	Confidence	Confidence	Confidence	Confidence	Confidence
30	27	28	29	28	29	29	29	29	30
50	42	45	47	44	46	48	46	48	49
75	59	64	68	63	67	70	67	70	72
100	73	81	88	79	86	91	87	91	95
120	83	94	104	91	100	108	102	108	113
150	97	111	125	108	120	132	122	131	139
200	115	136	158	132	150	168	154	168	180
250	130	157	188	151	176	203	182	201	220
300	143	176	215	168	200	234	207	233	258
350	153	192	239	183	221	264	229	262	294
400	162	206	262	196	240	291	250	289	329

Figure 3.1. Population, confidence level by Cohen

Thus, in this study, the writer chose 105 parents, 35 parents from each school who received the pamphlet from the writer's business, English course.

3.3 Instrument

The instrument is the process of collecting the data. It is used by the researcher in order to collect the data that he wants to analyze. As mentioned above, there are some techniques that the researcher can use to collect the data in quantitative. However, in this study, the writer used a questionnaire as the technique of data collection. The questionnaire is a list of questions provided to other people who are willing to respond the respondent. They are provided by some questions that are already set by the researcher in order to collect the information of a certain case. In this paper, the writer used the questionnaire to gain parent's perception in this research. The questionnaire

in this research was in the form of a draft of questions that the answer is already provided by the researcher, the respondent only needs to choose one of the answers that suit them by putting this sign (√).


3.4 Research Procedure

The writer used some steps in examining the data which are described below.

1. Designing Questionnaires

In this paper, the writer used the “Likert Scale” method to measure the parents’ opinion. Therefore, the technique of the scoring of the questionnaires can be seen as follows:

Table 3.Error! No text of specified style in document..**1. Likert Scale**



Statement	Score
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

2. Piloting

Before the writer collected the data, a pilot study was conducted to know whether the questionnaires valid or not. The respondents of the pilot study were 15 parents in those three schools. Moreover, there were 12 statements in the questionnaire. After the data in this pilot study were collected, the writer analyzed it using the SPSS

program referred to Cronbach's Alpha reliability level. There were two kinds of possibility outcome which were valid or invalid. The invalid statements of the questionnaire were dropped and the valid statements of the questionnaire were distributed to the participants in this research. The outcome of the pilot study using the SPSS program can be seen below.

Table 3.Error! No text of specified style in document..**2. Data Validity of Pilot Study**

Item	Corrected Item – Total Correlation	R Product Moment Value	Information
Q1	.754	0.514	VALID
Q2	.666	0.514	VALID
Q3	.583	0.514	VALID
Q4	.773	0.514	VALID
Q5	.712	0.514	VALID
Q6	.598	0.514	VALID
Q7	.738	0.514	VALID
Q8	-.345	0.514	INVALID
Q9	.567	0.514	VALID
Q10	-.590	0.514	INVALID
Q11	.549	0.514	VALID
Q12	.625	0.514	VALID

According to table 3.2 above, there were 2 invalid statements in the list of questionnaires which were Q8 and Q10 since their R tables were less than 0.514. Therefore, those two statements were dropped off. As a result, there were 10 valid statements which were used by the writer in this study. Those statements were then distributed to parents in 3 elementary schools which were Tri Tunggal, Daniel Creative School, and Terang Bangsa on January 27th – 29th 2020.

Beside validity, the reliability of the data was also needed. Data reliability was used to measure consistency over results. For a research can be recognized as a reliable research, it instrument should be consistent and dependable. Moreover, a reliable questionnaire can be measured from the Alpha Cronbach Reliability table below.

Table 3.Error! No text of specified style in document..**3. Cronbach's Alpha Reliability Level**

Interval Cronbach's Alpha	Criteria
>0.9	Very High
0.7 – 0.9	High
0.5 – 0.7	Moderate
<0.5	Poor

Through the list of level in the table above, therefore, the writer can categorize his questionnaire level. It can be seen below that the Cronbach's alpha in this questionnaire is 0.755 which belong to the second level, high. Therefore, it can be concluded that the questionnaire is reliable.

Table 3.Error! No text of specified style in document..**4. Reliability Statistics**

Cronbach's Alpha	N of Items
.755	12

3. Analyzing and Interpreting the data

After a pilot study is conducted and the questionnaires are distributed, then A computer program called Statistical Package for Social Sciences (SPSS) was used for analyzing the data.

3.5 Data Analysis

After all the required data is collected, the writer identified and interpreted the data using descriptive statistics. According to the data obtained from the questionnaire,

the writer analyzed the data by identifying, interpreting, and making conclusions about the parent's perception of the use of English language in English course pamphlet.

