

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

The aim of making this research is to find out the parents' perception of the writer's product. Their believing of t-shirts that contain English text and picture as the design of the t-shirts is important for the writer. According to Creswell (1994) there are three methods that are used in research development, they are a qualitative method approach which is one in the inquirer often makes knowledge claims based primarily on constructivist perspectives, quantitative method which the investigatory primarily uses postpositive claims for developing knowledge, and mixed method which combined the two methods.

In this research, the writer uses a mixed method because the writer wants to combine between the questionnaires that were distributed to the participants and also the writer interviewed them.

Data Collection

Data collection is an important step to do the research. This study is using a mixed method to collect data. According to Creswell (1994), this method is two methods combined to find the positive result in research, they are Likert scale questionnaire for the quantitative and interview some people as qualitative data to support the result of the Likert scale. The original Likert scale is a set of statements

offered for a real or hypothetical situation under study. Participants answer the question to show their level of agreement (from strongly disagree to strongly agree) with the given statement (items) on a metric scale (Joshi & Pal, 2015).

Respondent

The writer used 40 parents whose children study in Sang Timur Kindergarten School in Semarang to collect quantitative data and also the writer interviewed 2 teachers in the same school as a comparison data of the questionnaire. The respondents are 40 parents whose children study in Sang Timur kindergarten School. The 40 respondents were given two sheets of questionnaire and they answered the questions one by one about belief in using text and picture to learn English vocabulary on a t-shirt. the respondents drew a check symbol on each column to answer it. Besides, two parents were interviewed the interpretation of these 2 teachers were used to reinforcement proof.

Instrument

To find out the data, the writer used the following instruments as follows:

A. Questionnaires

There is solely one type questionnaire that used by the writer which is closed-ended questionnaire. The writer uses closed-ended questionnaire because easy to answer and the consistent answer of the respondents. To collect the data the writer uses Likert Scales. In this

chapter Likert Scale used to fathom parents belief on a picture as a media to fun learning. There are the options to classify the answer:

STS : *Sangat Tidak Setuju* / *SD* : Strongly Disagree (score 1)

TS : *Tidak Setuju* / *D* : Disagree (score 2)

N : *Netral* / *N* : Neutral (score 3)

S : *Setuju* / *A* : Agree (score 4)

SS : *Sangat Setuju* / *SA* : Strongly Agree (score 5)

B. Interview

The writer also uses another instrument to collect the qualitative data.

The purpose of doing these interviews to find out teachers minded on picture as a media learning vocabulary. This interview also used to validate the result of collected data from the questionnaire.

3.3 Method of Data Analysis

After collecting all data from the questionnaire, the writer analyzed the data by SPSS Data and make a conclusion about parents' belief on using words on a t-shirt. The writer used descriptive analysis and made summaries of all data using SPSS. The data were classified and identified based on the varied answers. The writer focused on the mean value of the data since the questionnaire is about perception. The average value were 3. If the mean is under 3 that means the perception is negative but if the mean is higher than 3 or at least 3, it means that the perception is positive.