Chapter Three

Methodology

In this section, the researcher explains the research design used to do the research. Then, the researcher elaborates the research setting and participants dealing with the setting and the participants of this research. After, the researcher discusses the data collection method that is directly followed by the explanation of how to conduct the research in the data analysis.

Research Design

Research design used in this research is qualitative case study. Qualitative approach in social research is one of the main approaches within which a label or a name of a general and case study is included in (Bungin, 200). Yin (1996) introduced a case study as a research design that focuses and tries to answer the questions "how" and "why", and then it can also answer the question "what" in a certain level (as cited in Bungin, 2003). Based on Cohen, Manion and Marrison (2011), case study can establish cause and effect ('how' and 'why'); indeed one of the strengths is that the research involves observation towards certain effects in real context, and recognizes that context is a powerful determinant of both causes and effects. In this respect, in-depth understanding is required to justify the case. On the other hand, a case study as an inquiry is not always done in a long term and not always depends on ethnography data or observation participant. A case study can be valid and has a good quality even though it is used in a library research, because it all depends on the topic that will be done (Bungin, 2003). The

research questions of this research match with this method, thus the researcher used a qualitative case study.

Research Setting and Participants

This research was conducted at English Education Department of Universitas Muhammadiyah Yogyakarta. The researcher is one of the students at English Education Department of Universitas Muhammadiyah Yogyakarta who often receive teacher feedback in her writing skill, thus the researcher acknowledge the basic information. That is the reason for the researcher to conduct the research at English Education Department of Universitas Muhammadiyah Yogyakarta. Additionally, the interview was done in a week from 15th to 23rd May, 2015 and it was done in UNIRES (University Residence) of Univeristas Muhammadiyah Yoogyakarta or participants' boarding house.

Next, the sampling used in this research is convenience sampling. According to Cohen, Manion and Marrison (2011), convenience sampling "…. involves choosing the nearest individuals to serve as respondents and continuing that process until the required sample size has been obtained or those who happen to be available and accessible at the time" (p. 155). The researcher chose her friends whom she has easy access with. This sampling supported the research design used in this research as Cohen, Manion and Marrison (2011) said that convenience sampling can be the sampling strategy for a case study or series of case studies.

Convenience sampling is one of the non-probability samplings where the number of the participant is small. Cohen, Manion and Marrison (2011) said that

small-scale research often uses non-probability sampling. Hence, the researcher chose six of her friends to serve as participants. They are students of English Education Department of Universitas Muhammadiyah Yogyakarta batch 2011 or 8th semester students. In this state, 8th semester students have taken writing classes from the previous semester. They have taken, for instance, Language Research class, Academic Writing class and others which require the students to write essays and mini researches. In fact, students in 8th semester generally have been writing their undergraduate thesis. Thus, they have written many kinds or genres of writings in the last past three years. Moreover, teacher of writing class and the advisor of the thesis tend to give feedback for the students.

Data Collection Method

The researcher used semi-structure interview with in-depth interview to collect the data where the researcher asked several questions taken from the interview guide and followed with follow up questions in order to dig further the data and support the main data. Cohen, Manion and Marrison (2011) said that "interviews enable participants – be they interviewers or interviewees - to discuss their interpretations of the world in which they live and to express how they regard situations from their own point of view" (p. 409). In other words, interview lets the researcher to know the participants' point of view.

Next, the interview was done in *Bahasa Indonesia* since it is the participants' mother tongue and to avoid miscommunication. The process of the interview was around 6 to 12 minutes and it was recorded by voice recorder of the researcher's cellphone.

Data Analysis

This research used a qualitative approach to analyze the data. Qualitative data analysis is distinguished by its merging of data collection with data analysis (Gibbs, 2007:3) in an iterative, back-and-forth process (Teddlie and Tashakkori, 2009: 251), indeed the results of the analysis also constitute data for further analysis (as cited in Cohen, 2011). Qualitative data usually serves for smaller number of people than quantitative data but the data are likely more detail and rich.

The researcher transcribed the interview data to analyze them since transcription can provide important details and important verbatim record of the interview. After that, the researcher did the member checking where the researcher asked the participants to read the transcription of the interview. This was done to check the validity of the data.

Next, the researcher did the coding since it is needed in qualitative approach to help the researcher analyze and categorize the data in order to identify similar information. The researcher used open coding, axial coding and selective coding. Open coding is the earliest, initial form which is taken by the researcher. It can be presented on phrase; sentence or paragraph and then the researcher categorize and label it. Axial coding can be the next step after open coding. Based on Cohen, Manion and Marrison (2011) axial code is "category label ascribed to a group of open codes whose referents are similar in meaning" (p. 561). It means that axial coding connects related codes and subcategories into a larger category which have similar meaning. The last is selective coding which identifies the core

categories of the data in order to integrating them to form a theory. In this research, the researcher used alphabets like A, B, C, D, E, and F to indicate the participants. Thus the code for the participants that used are P.A (participant A), P.B (participant B), P.C (participant C), P.D (participant D), P.E (participant E), and P.F (participant F).