

CHAPTER III

METHOD OF THE RESEARCH

A. Research Design

This study used descriptive qualitative method classified into document or content analysis. According to Lambert and Lambert (2012), Qualitative descriptive research data collection focuses on finding the nature of specific events. Thus, data collection involves a minimum for moderate, structured, open, individual or focused group interviews However; data collection may also include observation, and examination of records, reports, photos, and documents.

Meanwhile, content analysis is a method of research in writing oral and visual communication messages. In line with idea above, Gray et al. (2007) state that content analysis is a set of process to examine the certain things such as newspapers, diaries, letters, speeches, movies, or television shows. While, according to Richard and Schmit, (2002 p.124), content analysis is in a method used for analyzing and tabulating the frequency of occurrence of topics, ideas, opinions and other aspects of the content of written and spoken communication. For example, content analysis could be used to determine the frequency of occurrence of references to males, females, adults, children, caucasians, non-caucasians, etc., in a set of language teaching materials, in order to discover if any particular attitudes or themes were unintentionally being communicated in the material.

B. Time and location of the research**1. Time of the Research**

This research was conducted on April, 2019.

2. Location of the Research

This research was conducted at al-Huda Junior High School Tembilihan.

C. Subject and Objective of the Research**1. Subject of the Research**

Subject of this research was English Textbook the title was *When English Rings a bell* textbook used by eighth grade students at al-Huda Junior High School Tembilihan in 2018/2019 academic year.

2. Object of the Research

The object of this research was reading materials; descriptive and narrative text in *When English Rings a Bell* Textbook used by eighth grade al-Huda junior High school Tembilihan.

D. Data Collection Technique

To gain data in answering the research question, the writer used documentation for the instrument. Creswell (2012) states that Document can be form of writing, picture, or monumental works of someone. The examples of written document are daily note, life histories, story, biography, rules, and regulation. The examples of picture document are photo, life picture, sketch, etc.

According to Syafi'i (2015) documentation or content analysis is the data gotten from both photocopying and video recording. Thus, the writer used the photocopying of reading material in when english rings a bell textbook. The data for this research was collected from English textbook entitled "*When English Rings a Bell*" for grade VII junior high school (SMP/MTs) wich was published by Ministry of Education and Culture. The data in this research was focused on the reading materials in this textbook.

E. Procedures of Analysing Data

In this research, the writer used some of procedures to analyze the data. According to Ure in Kondal (2015) lexical density is a measure of the amount of content information in a text. The analysis included the lexical density of the reading text. For this research, lexical density was measured by:

1. Identifying which one includes the content words and which one includes the grammatical (function) words in a sentence.
2. Counting the number of content words and the number of grammatical (function) words.
3. Counting the portion of lexical density by employing the following formula:

$$\text{Lexical density} = \frac{\text{Number of Content Words} \times 100}{\text{Total Number of Words}}$$

4. Analyzing the data to know the lexical density of the reading text based on textbook used eighth grade level of Junior High School.

As a guide, lexically dense text had a high lexical density of around 60-70%, quite lexical density measures of around 50-60%, and those which aren't dense have a lower lexical density measures of around 40-50%.