

CHAPTER III

RESEARCH METHODOLOGY

A. Research Method

To produce a well-planned, structured, and systematic study, the researcher needs to use the appropriate methods. In this research, the researcher outlines several components, including the type and approach of the research, the sources and types of data, data collection techniques, data validity, and data analysis techniques used. The research method applied in this study is a qualitative method. According to Bogdan and Taylor, in the context of Safitri (2023), qualitative research is a research procedure that utilizes words, both written and spoken, from observed subjects to produce descriptive data. This study is a descriptive field research aimed at exploring information related to the motivation of students in choosing the English Education program at UIN Fatmawati Sukarno Bengkulu. The approach used in this research is a psychological management approach. This descriptive research is considered the most effective method for obtaining and collecting original data

from respondents to illustrate the condition of the population. The variables studied include the motivation of English Education students in choosing this program, as well as the human resources in the English Education department at the Faculty of Tarbiyah, UIN Fatmawati Sukarno Bengkulu.

The reason the researcher chose a qualitative approach for this study is because it does not aim to test or prove the truth of a particular theory. Additionally, this research focuses on describing phenomena, specifically regarding motivation and learning outcomes. The researcher is directly involved in data collection and interacts with the objects or sources of information in the field, related to the students' motivation in choosing the English Education (TBI) program and its contribution to improving human resources in the English Education program, at the Faculty of Tarbiyah, UIN Fatmawati Sukarno Bengkulu.

B. Research Design

This study uses a qualitative descriptive research design, which aims to describe in depth the motivation of

students in choosing the English major. This qualitative approach was chosen because it allows researchers to understand students' motivation holistically, including the internal and external factors that influence the decision. Data were collected through in-depth interviews with students as the main respondents, and supported by observation and study of related documentation. The interview method was used to explore students' subjective experiences, perceptions, and personal reasons for choosing this major.

Data analysis was conducted thematically, where the interview results were processed through stages, data reduction, data presentation, and conclusion drawing. The researcher identified key themes related to student motivation, such as career prospects, social support, and personal interest in the field English Education. With this design, the researcher was able to provide a comprehensive picture of the factors that influence students' decisions, as well as the implications of these motivations for their educational and career futures.

C. Research Setting

The research will be carried out at UIN Fatmawati Sukarno Bengkulu, which is located on Pagar Dewa, Kec. Selebar, Bengkulu City, Bengkulu 38211

D. Population and sample

The subjects of this study were third-semester students majoring in English Education from the 2024 cohort at UIN Fatmawati Sukarno Bengkulu. The sample was determined using the *purposive sampling* technique, which is a sampling method based on specific criteria established by the researcher. In this study, the chosen participants were students enrolled in the third semester of the 2024 cohort, as they were considered to have adequate knowledge and academic experience relevant to the focus of the research. This group was therefore expected to provide data that is accurate, meaningful, and aligned with the objectives of the study.

E. Subject of the Research

The subjects of this study were 3rd semester students majoring in English Education from the 2024 cohort at UIN Fatmawati Sukarno Bengkulu.

F. Data Collection Technique

Data collection is a very important step in a study because the main purpose of research is to obtain data. Therefore, the data collection techniques used in this study include is interviews. An interview is a process of obtaining information through direct question and answer with respondents, using a tool called an interview guide (Nazir 2017). In this research, the type of interview used is an unstructured interview, where data collection is carried out without a systematic and complete interview guide. The interview guide used is only an outline of the problems to be asked.

G. Data Analysis Technique

In this study, data analysis used the analysis model from Miles and Huberman. Based on a quote from Sugiyono

(2016), this model includes three stages, namely data reduction, data presentation, and conclusion drawing and verification.

a. Data Reduction

Data reduction is the process of simplifying, summarizing, and focusing data on important aspects and looking for patterns and themes. At this stage, the researcher classifies and presents the data according to the problem under study, by giving codes to each main point of the problem..

b. Data presentation

Data presentation is usually done through brief descriptions, diagrams, or relationships between categories. According to Miles and Huberman quoted by Sugiyono, “the form of data presentation most often used in qualitative research is narrative text.” Therefore, in this study, data representation can be presented in the form of matrices, graphs, tables, or other formats.

c. Conclusion Drawing and Verification

The third step in data analysis is conclusion drawing and verification. This conclusion is a new finding that has never been revealed before. Drawing conclusions is done by comparing respondents' statements with research concepts, as well as examining the meaning contained in them.

H. Data Validity

Data validity is conducted to prove whether the research being conducted is truly scientific and to test the data obtained. Data validity testing in qualitative research includes credibility, transferability, dependability, and confirmability (Sugiyono, 2007:270).

To ensure that the data in the research can be accounted for as scientific research, data validity testing is necessary. Data validity testing can be carried out in the following ways: In this research, triangulation was used to verify data validity. Triangulation is a data validity checking

technique that utilizes something other than the data itself for verification or comparison purposes (Moleong, 2007:330).

To ensure the validity of this research data, triangulation was conducted with various sources. According to Patton, triangulation with sources means comparing and cross-checking the reliability of information obtained through different time periods and tools in qualitative research (Moleong, 2007:29).

To ensure the data in this research can be accounted for as scientific research, data validity testing is necessary. Data validity testing can be carried out in the following ways:

1. Triangulation

William Wiersma (1986) defines triangulation in credibility testing or trustworthiness as checking data from 37 various sources at various points in time. Thus, there is source triangulation, data collection technique triangulation, and time triangulation (Sugiyono, 2007:273).

In this study, the researcher used technical triangulation to test data credibility by checking the data with the same source using different techniques. For example, data can be checked through interviews, observations, and documentation. If the data credibility testing techniques produce different results, the researcher conducts further discussions with the relevant data sources to determine which data is considered correct (Sugiyono, 2007:274).

2. Using Reference Materials

References are supporting materials to prove the data found by the researcher. In research reports, it is best to supplement the data presented with authentic photographs or documents to make it more credible (Sugiyono, 2007:275).