# CHAPTER III RESEARCH METHOD

* 1. **Research Design**

This research was categorised as research and development. It was undertaken to develop English-Speaking material for Broadcasting Major. Sugiyono (2018: 297) says that Research and development method is research method used to produce certain product and test the effectiveness of the product. Research and development method have been widely used in the fields of natural science, engineering and industry. In this research, the design of research that has been applied is ADDIE (Analysis, Design, Development, Implementation, Evaluation).

It aimed to develop English-Speaking materials that consist of dialogue practices for tenth grade of Broadcasting Major of SMK Swasta Dwi Tunggal.

# Research Setting

This research was conducted at SMK Swasta Dwi Tunggal 1 which is located at Jl. Medan Tanjung Morawa KM 14,5 Lt 2 Gd C, Bangun Sari Baru, Kec. Tanjung Morawa, Kab. Deli Serdang, Sumatera Utara. The subject of this research were tenth grade students in the academic year of 2024/2025 which consist of 16 students in one class and students learn English in two times a week.

# Research Subject

In this research, tenth-grade students of Broadcasting major at SMK Swasta Dwi Tunggal 1 Tanjung Morawa had been selected as the subjects of the

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research. The subjects of the research consisted of 16 students due to several criteria as follows:

1. The researcher used English when she taught.
2. The researcher was collected the students’ document in this research
3. Broadcasting program did not provide a specific English to prepare the students in conducting field study of broadcasting.

# Techniques of Collecting Data

In this research, the data was collected by using two data collection techniques namely descriptive qualitative and quantitative data. To reach the objectives of the research, the researcher used some technique in collecting the data.

1. Documents

In this research, students’ document used to collect the data about students’ learning needs, problems, potentials and their perception of the learning program that implemented. Here are the following steps.

* 1. English book
  2. The students’ assessment
  3. The students’ worksheets
  4. Lesson Plan
  5. Media

1. Interview

Another method that researcher used to collect the data in this research is interview. The form of interview that use is a structured interview; it means that

****the questions ask after they prepare first by the researcher formulate in the interview guidelines. In this case, the researcher tried to do an interview with English teacher. This interview used to collect data about how is the development of the students’ English-speaking materials by implementing project-based learning for broadcasting students at tenth grade of SMK Swasta Dwi Tunggal 1**.**

1. Designing the Broadcasting Project

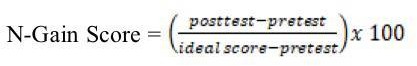
The next step to collect the data was designing the broadcasting project. The design formed in online testing. Test is used to measure student’s achievement in speaking skill before and after using material developed. There are two tests that use in this research, those are pre-test and post-test which is take in main field testing. Students composed a dialogue about Recount Text. Students recorded a video by practicing their dialogue. These tests are carried out to determine the effectiveness of material developed. In this research, the pre- experiment design is conducted by comparing the result of pre-test and post-test of the control group (one group pretest-posttest design).

# The Techniques of Data Analysis

The data in this research was analysed by quantitative analysis. Quantitative analysis emphasizes objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys.

1. Need Analysis

For the quantitative data analysis, the researcher utilized this percentage formula below:



Mukasyaf, 2018:116

N-Gain score distribution :

N- Gain > 0.7 it will be high

0.3 < N- Gain < 0.7 it will be medium N- Gain < 0.3 it will be low

1. Designing English-speaking materials for Broadcasting Project

The process of designing a module of this learning method have two stages. The first stage is design teaching and learning. This activity is a systematic process such as establish learning objectives, tutoring, design learning material and tools evaluation of learning outcomes. The second is implementing the Project-based learning to develop students’ English-speaking materials.

1. Validation

The validation that was used in this research is expert validation. There are two validators who were invited to take part and to evaluate whether module of broadcasting project could fullfil the students’ needs based on the standard of teaching and learning process.

1. Implementation

During the implementation, English-speaking materials were developed by implementing Project-based learning.

1. Evaluation

The result of the evaluation used to provide feedback. Revision was made in accordance with the results evaluation.