CHAPTER III

DEVELOPMENT METHOD

A.   Development Model

In conducting this research, the researcher will utilize the Research and Development model. According to Sugiyono (Sugiyono, 2015), Research and Development is the research which is used to produce a certain product.

There are some models in developing the product, they are *prosedural*, *conceptual* and *theoritical* model. Prosedural model is the descriptive model which is developed by determining the steps to produce the product. Conceptual model is analytical model that provides the components of the product which will be developed and the correlation between the components. Theoritical model is the model which indicates a changing relation between the events.

In developing the product, the researcher will use prosedural model. The aim is to show the steps and the process in developing the product which has been existed and to complete the previous product, so the product can help teachers' obstacles in teaching writing narrative text. The product that will be developed is Fairy Tale Comic as teaching media.

B. **Development Procedure**

The researcher will adopt the theory of (Sugiyono, 2015) in conducting development procedure in this research. The scheme of the development procedure comes form (Sugiyono, 2015) can be seen as follow :
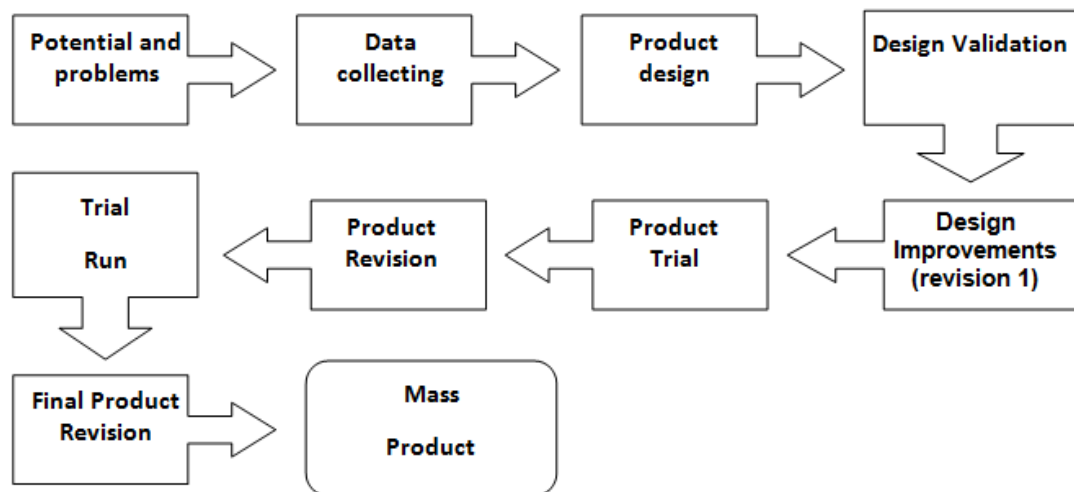

Chart 1. The development procedure of (Sugiyono, 2015) in Research and Development (Rnd) thesis.

In this research, the researcher will not use the whole of procedure that conducted by (Sugiyono, 2015), it because of time and cost limitation. The procedure will be finished after completing the product revision (revision 2). The procedure of this development can be seen as follow :

1. **Potential and Problem**

The product development can be appointed based on the problems. Potential is everything that when it is utilized, it will affect a positive aspect. Whereas, Problem is the reality which is not accordance with what will be expected.

The problems that will be considered in this research has been obtained by the researcher when doing the observation. The potential which can solve the problem is the students prefer to study with an entertaining media than to study

by using only student handbook and conventional media. By considering it, the researcher try to exploit both potential and problem.

2.   Data Collecting

After identifying the potential and problem factually by the researcher, the next step is collecting the information which will be the foundation of development in the form of Fairy Tale Comic as teacing media. In this case, a certain methods are needed in collecting the data. It depends on the problems and the accuracy of the purpose that will be achieved.

In appointing the problem and collecting the data, the researcher do some steps, there are :

1.   Doing observation

2.   Interviewing English teachers

3.   Collecting resources which can support developing media

3.   Product Design

a.   Arranging the instrument that becomes the criteria in determining the quality of product design (prototype 1)

b.   Validating the instrument (in the form of questionnaire sheet) to the supervisor

c.   Arranging a comic media (prototype 1)

Collecting the script form students handbook (Bahasa Inggris / Kementrian Pendidikan dan Kebudayaan. Edisi Revisi Jakarta: Kementrian Pendidikan dan Kebudayaan, 2017. Untuk SMA/MA/SMK/MAK Kelas X).

-      Ilustraing and designing the characters of the story

-      Making rough sketches of the comic book ppage per page.

-      Lining the sketch into a smoother pages

- Scanning the pages and converting into digital files

- Editting the digital files into fixed pages

- Converting into pdf fiels in the form of a comic book

4. Design Validity

a. Validating the product design (prototype 1) to the expert of meterial and expert of media

b. Providing the questionnaire sheet to the expert in measuring the productg design (prototype 1)

5. Design Improvements (revision 1)

a. The product design (prototype 1) is revised to be prototype 2 based on the consideration of expert of material and expert of media that is taken using questionnaire sheet

b. Revising the components that should be revised

6. Product Trial

a. Testing the product design (prototype 2) by simulating it in the class. The researcher will provide the product design to the students

b. The questionnaire is given to teacher and students to know whether the product design (prototype 2) to be developed is suitable for use or not.

7. Product Revision (revision 2)

a. The researcher consider the weakness of product design (prototype 2) which is obtained in product trial.

b. The aspect that will be fixed can be known after knowing the measurement by the teacher and the students.

c. Then, the product design (prototype 2) can be revissed to be final product design as the final step which is the last step in developing the product.

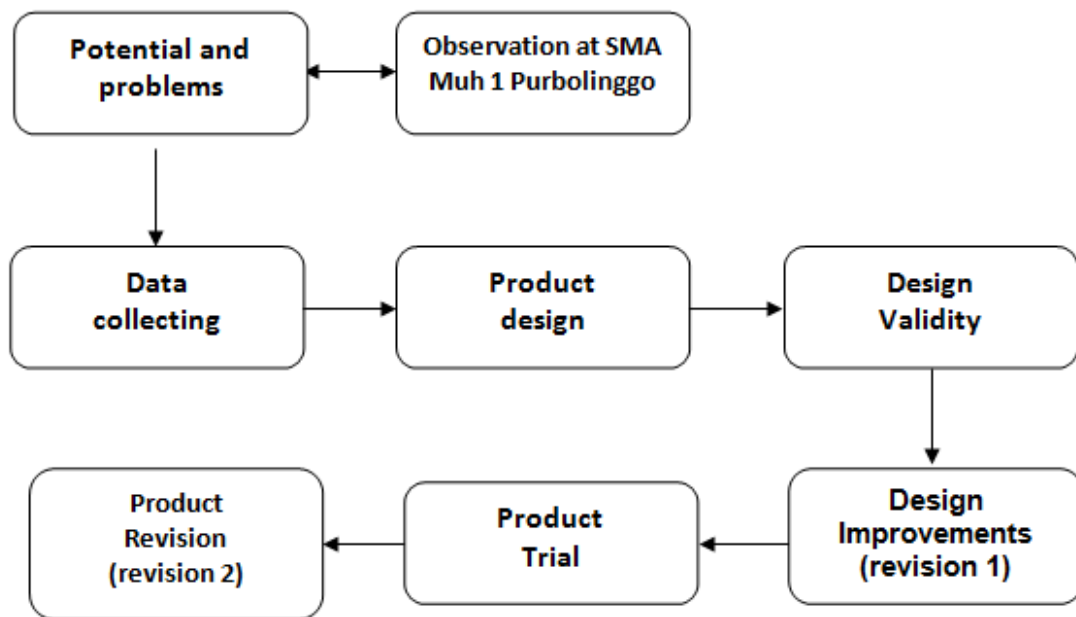Based on the procedure above, can be drawn the diagram as follow

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┌──────────────┐        ┌──────────────────┐
│ Potential and│◄──────►│ Observation at SMA│
│   problems   │        │ Muh 1 Purbolinggo │
└──────────────┘        └──────────────────┘
       │
       ▼
┌──────────────┐   ┌──────────────┐   ┌──────────────┐
│     Data     │──►│   Product    │──►│    Design    │
│  collecting  │   │   design     │   │   Validity   │
└──────────────┘   └──────────────┘   └──────────────┘
                                             │
                                             ▼
┌──────────────┐   ┌──────────────┐   ┌──────────────┐
│   Product    │   │              │   │    Design    │
│   Revision   │◄──│   Product    │◄──│ Improvements │
│  (revision 2)│   │    Trial     │   │  (revision 1)│
└──────────────┘   └──────────────┘   └──────────────┘
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Chart 2. Development Procedure adopted from (Sugiyono, 2015)

C.   Subject, Location and Time

Research subject in this research is Tenth Grade Students of SMA Muhammadiyah 1 Purbolinggo academic year 2019/2020. This research is executed in SMA Muhammadiyah 1 Purbolinggo located in jl. Rawa Fatah No. 34, Totoharjo, Purbolinggo, East Lampung. The research is done in Mei – Juli 2020.

D.   Data Collecting Technique

The quality of data collecting technique regards with accuracy of the way used in collecting data. Hence, the instrument which tested its validity and reliability can not necessarily produce the valid and reliable data if the instrument is not used properly in collecting the data.(Sugiyono, 2015). In this research of development, the technique of data collecting will be Interview and

Questionnaire. The data which will be obtained will be Qualitative and Quantitative data.

1.   Interview

In conducting the research and developing the product, the researcher decides to take interview as data collecting technique. It is considered because the data which will be obtained should be quantitave and directly gained form the respondent (teacher and students). (Sugiyono, 2015) stated that the interview is used as data collecting technique if the researcher wants do a preliminary study in order to find out the problems which should be solved. This types of data collecting technique based on reporting self or it can be called *self-record*. Accorording to (Vanderstoep & Deirdre D. Johnston, 2009) data collection can be done with copies of the questionnaire, pencils, and a group of randomly selected participants.

The interview can be done in structured and unstructured way and in face-to-face way or in phone media. In this research, the interview section will be done in structured way. The resercher has prepared the questions before do the interview to the resppondent.

The first interview has been completed when the researcher do the pleminary study in SMA Muhammadiyah 1 Purbolinggo. The respondent/interviewee is an English Teacher in that school, Mrs. Ika Mawardi, S.Pd. The interviewe is done at November, 11th 2019.

The next interview will be completed after starting the development procedure in providing the prototypes to the respondents to measure and know the waeakness of the product to be in the form of Fairy Tale Comic.

2.   Questionnaire

Questionnaire is one of data collecting technique which is provided to the respondents in the form of written questions. It is an efficient way in collecting

quantitative data if the respondents are in a big amount and in a large area. The questionnaire can be direct or indirect way, includes via media.

Based on (Leavy, 2017) Questionnaire is the primary data collection tool in survey research. A questionnaire is also referred to as the survey instrument. By providing questionnaire to the respondents, the data which gained will be more objective. It is because the respondents will give all informations in the form of written answer.

3.   The Instruments of Data Collecting

The instrument is used by the researcher to collect the data. The instrument is in the form of validation sheet and assessment sheet. The questionnaire which will be arranged is decided into 1) material expert assessment sheett, 2) media expert assessment sheett, 3) media assessment sheet for students and teacher. The instrument is arranged by adopting and modificating previous research which is conducted by (Prasetyo, 2013), (Setyani, 2016) and (Barokah, 2014). With information of alternative score SB : Sangat Baik; B : Baik; C : Cukup; K : Kurang; SK : Sangat Kurang.

Instrument draft can be seen as follow

Table 2. The validation sheet for Material expert assessment sheet

Aspek	Indikator	SB	B	C	K	SK
A. Kelayakan Materi	1. Materi yang disajikan sesuai dengan Standar Kompetensi dan Kompetensi Dasar					
	2. Indikator mencerminkan jabaran yang Mendukung Kompetensi Dasar					
	3. Rumusan tujuan pembelajaran sesuai.					
B. Keakuratan Materi	4. Konsep materi ditinjau dari aspek keilmuan sudah benar					
	5. Materi dalam komik jelas					
	6. Alur cerita dalam komik jelas					
	7. Ilustrasi gambar sesuai dengan materi					
	8. Setting dalam komik sesuai dengan peristiwa					
	9. Materi dalam komik dijabarkan secara runtut					
	10. Materi dalam komik telah cukup menjelaskan isi dari materi pokok Narative Text					
C. Kebahasaan	11. Bahasa yang digunakan sesuai dengan tingkat perkembanagn kognitif siswa					
	12. Istilah dan lambang yang digunakan konsisten.					
	13. Alur cerita mudah dipahami					
	14. Dialog/teks dalam cerita sesuai dengan materi					
	15. Jenis hurus yang dipilih sesuai					
Jumlah Skor						
Rata-rata						

Table 3. The validation sheet for Media expert assessment sheet

Aspek	Indikator	SB	B	C	K	SK
Desain	1. Desain sampul komik menarik					
	2. Ilustrasi gambar dalam komik jelas					
	3. Ilustrasi gambar dalam kmik menarik					
	4. Karakter dalam cerita digambarkan secara konsisten					
	5. Background yang dipilih dalam komik konsisten					
	6. Tata leatak teks dan gamabaran seimbang					
	7. Jenis huruf yang dipilih sesuai					
	8. Ukuran huruf yang digunakan sesuai					
Kebahasaan	b. Bahasa yang digunakan sesuai dengan tingkat perkembangan kognitif siswa					
	c. Istilah dan lambang yang digunakan konsisten					
	d. Alur cerita jelas dan mudah dipahami					
	e. Dialog/Teks dalam cerita sesuai dengan materi					
Tampilan menyeluruh	f. Bentuk dan ukuran komik sesuai					
	g. Kualitas kertas sampul dan isi baik					
	h. Kualitas cetakan baik					
	i. Keseluruhan komik merangsang keinginan siswa untuk membaca					
Jumlah Skor						
Rata-rata						

Table 4. The assessment sheet of media assessment sheet for students

No	Butir Penilaian	Alternatif Pilihan				
		SS	S	C	KS	STS
1	Isi cerita dalam komik dapat saya pelajari dengan mudah					
2	Isi cerita pada komik sesuai dengan materi yang ada pada buku					
3	Saya merasa lebih tertarik belajar menggunakan media komik					
4	Penyajian materi dalam komik lebih menarik dibandingkan dengan buku paket					
5	Dengan membaca komik ini dapat menambah pengetahuan saya mengenai materi Bahasa Inggris					
6	Gambar yang terdapat dalam komik menarik					
7	Warna yang digunakan dalam sampul komik menarik					
8	Tulisan yang digunakan dalam komik menarik					
9	Bahasa yang digunakan dalam komik mudah dipahami					
10	Alur cerita dalam komik jelas dan mudah dipahami					
11	Isi cerita dalam komik dapat saya pahami dengan mudah					
12	Komik pembelajaran ini dapat digunakan dimana saja					
13	Ukuran media komik ringkas sehingga mudah dibawa kemana-mana					
14	Media komik memotivasi saya untuk belajar Bahasa Inggris					
15	Saya lebih mengerti bagaimana cara menuangkan ide dalam bentuk Narative Text melalui komik ini					
16	Media komik dapat saya pelajari sendiri maupun bersama-sama					
	Jumlah Skor					
	Rata-Rata					

E.   Data Analysis Technique

By using questionnaire as data collecting technique, the measurement of validity criteria can be easily gained. To analyze the data gained from Questionnaire, the researcher uses :

1.   Tabulation or data summary form assesment sheet result

2.   Calculate the average score each aspect and determine the criteria of scores

The calculation of each aspect will use the formula below

a.   Formula for Average score of media

$$A = \frac{\Sigma x Med}{n}$$

-    A : Average score

-    $\Sigma x Med$: Total score of aspect (media)

-    n : Total amount of indicators score

b.   Formula for Average score of maerial

$$A = \frac{\Sigma x Mat}{n}$$

-    A : Average score

-    $\Sigma x Mat$: Total score of aspect (material)

-    n : Total amount of indicators score

c.   Formula of Average of student's questionnaire score

$$A = \frac{\Sigma x Stu}{n}$$

-     A : Average score

-     $\Sigma x Stu$: Total score of student questionnaire

-     n : Total amount of indicators score

3.   The conversion of Quantitative data into Qualitative data which the categorization of scores is providing by using Likert scale (Sugiyono, 2015). The table can be seen as follow

Table 5. Score Range of Feasibilty

Score	Score Interval	Category
1	X>4,21	Very Good
2	3,40<X≤4,21	Good
3	2,60<X≤3,40	Less
4	1,79<X≤2,60	Not Feasible
5	X≤1,79	Very Infeasible

Based on the Likert scale above, the product will be considered feasible if the minimum score of assessment from each aspect is equal to 3.40 or higher.