CHAPTER III
RESEARCH METHOD

A. Model of Development

The researcher conducts a developmental research as the type for the research. It means that the researcher should look for theory to support the research, to compare the media's effect, or search for the relation of the media. This research is carried out to develop Animation as a media to learn Speaking Skill.

The steps of this research are adapting from research and development (R&D) steps by Gustafson and Branch (in Brinkerhoff, 2001) which is well-known as ADDIE model. There are five steps in ADDIE model; analysis, design, development, implementation, and evaluation.

B. Procedure of Development

The steps below are a summary of the research procedures from Gustafson and Branch (in Brinkerhoff, 2001) that the researcher will do. That is:

1. Analysis

In this part, the researcher will identify aspects of the subjects. The aspects consist of some points like learning environment, and subjects' knowledge and skills. This step covers the analysis of the needs from students in learning speaking process, the problems in learning speaking process, and the problem solving for the students. After this step, the researcher will progress to the next step which is designing phase.

2. Design

In this design phase, the researcher will try to pull out a solution which is in product form. The product will be an animation video which is adapted from the subjects analyzes result. The next phase will be developing the design.

3. Development

Development phase is the phase where the researcher builds the design to become a video from the previous step. The researcher develops the design by the guidance from experts' review process. The experts give some recommendation to make the developed product become a better product. When it is done, the research will move on to the next phase, implementation.

4. Implementation

In this Implementation phase, the product from the development phase will be implemented to the subjects to get data. The researcher will get the data once the product is implemented to the subjects. This process of collecting data will take one class to be a subject. After this phase is done, the last phase will be proceeded.

5. Evaluation

The phase of evaluation will be able to be done by doing test of the product in the field test. The researcher will evaluation the product and the final update of the product are taken the data from the field test. This phase will be the outcome of the product update from this research.

C. Method of Development

According to Sugiyono in Pratama, n.d. (2017), the research method is basically a scientific way to obtain data with certain goals and uses. In this research, there are some research methods. The research method of this research will be explained below.

1. Product Design Development

The prototype of the product is designed from the result of analyzing step from the pre-survey process to the subject with student interview sheet. The second update of the product is the result of the expert review in the development step. After the second update the product will be ready to implemented to the subject.

2. Research Subject

The subjects of this research are the first junior high school of 2 Metro academic year 2020 and the subject teacher. The researcher will take one class for test. After the test are done, the subject will be given a student response questionnaire and teacher response questionnaire.

3. Type of Data

The type of data in this research is qualitative data taken from the students related to the animation video as learning media. The data is taken from two instruments, those are student response questionnaire and teacher response questionnaire.

4. Data Collecting Instrument

Once the overall research question has been determined, the next task is to construct an instrument that was provide the desired information. Related to the research, the researcher gives student an interview sheet for observations, response questionnaires to the students after implementing the product, response questionnaire for the teacher and also validation sheet of expert.

5. Data Analysis Technique

After the data is obtained, the next step is to analyze the data. the qualitative design of the research only analyzes data from interviews of observations, validation sheet and/or response questionnaire.

Research data are presented in tabular form in order to combine information arranged in a unified and easy to understand form. Thus it can be seen the results of the testing stages of learning media so that conclusions can be drawn. this stage includes:

a. calculate the percentage of each sub variable with the formula :

$$\boldsymbol{P_S} = \frac{\boldsymbol{S}}{\boldsymbol{N}} \times \mathbf{100}\%$$

Explanation $\boldsymbol{P_S}$ = Percentage of Sub Variables

S = Total Score of Each Sub Variables

N = Maximum Number of Scores

(Riduwan and Akdon in Syarifudin 2016)

b. Interpret each sub variable to determine the feasibility of an animation video description text about the profession as a whole, by informing it into a table to make it easier to understand. in determining eligibility using qualitative criteria by :

1) Determine the maximum score that is 100%
2) Determine the minimum score that is 0%
3) Determine the range that is 100–0 = 100
4) Determine the many criteria the researcher wants to use (very good, good, good enough, not good, very poor) and determine the width of each criterion (100 : 5 = 20%)

Table 1. percentage range and media qualitative criteria

No.	percentage of achievement	Intervention for experts	Intervention for teacher	Intervention for Student
1	80 – 100%	Very good	Very good	Very good
2	60 – 80%	Good	Good	Good
3	40 – 60%	Pretty good	Pretty good	Pretty good
4	20 – 40%	Not good	Not good	Not good
5	0 – 20%	Very Poor	Very Poor	Very Poor

(Syarifudin 2016)

This research is said to be successful if the results of each instrument obtained are in the range of 60 – 100% on the criteria of "Very good" and "Good". This shows that the animation video developed by the researcher can be used and is suitable for use in the learning process.

However, the percentage results are not in that range, then the animation video developed by the researcher can be used but it is not worthy and still needs to be improved.