

CHAPTER III

RESEARCH METHODS

3.1 Approach and Type of Research

This research methodology focuses on content analysis and employs a qualitative approach. According to Creswell (2012), qualitative research focuses on analyzing the broader meaning to comprehend every word that will be gathered, and it must investigate the issue to obtain a deeper knowledge. This research also uses quantitative elements in the form of recording data in the form of percentages and then describing it in tables and diagrams to make it easier to understand.

3.2 Variables of the Research

Research variables are factors or characteristics that can be measured, manipulated, or observed in a study. Sugiyono (2011) said that "Research variables are things that shape what is characterized by the looks into to be concentrated to get data about it, and the end drawn on the straightaway,". Since the variable is the focus of the study and is observed during the research process, it is used for the analysis. The independent variable and the dependent variable are the two parts of the variable. The variable whose estimation affects the estimation of another variable is called an independent variable. The main independent variable in this study is "textbook content," and the dependent variable is "Tomlinson's criteria."

3.3 Setting and Schedule of the Research

The research location is SMP Negeri 1 Gunungsitoli, which is located in Sihareo, North Gunungsitoli District, Gunungsitoli City, North Sumatra. This research is focused on English textbooks used by grade 8 students and will be conducted from May to June 2025.

3.4 Source of Data

The data in this research was an English Textbook, "English for Nusantara," For eighth-grade junior high school. This book was published by the Ministry of Education and Culture in 2023.

3.5 Instrument of the Research

This research used document analysis to collect data. The researcher used a table to divide the criteria of a quality textbook by Brian Tomlinson. The researcher analyzes the unit (material) of the textbook “English for Nusantara” using all the points for analysis in each criterion.

3.6 Data Collection Technique

The process of gathering information from research participants is known as data collection. Researchers employ document analysis as a technique. In document analysis, the researcher used a theory by Tomlinson to examine the data from the textbook "English for Nusantara."

3.7 Data Analysis Technique

This research analyses the data by using content analysis. The researcher uses these steps to analyze the data:

3.7.1 Familiarizing and Organizing

In the Familiarizing and Organizing stage, the researcher carefully reads and studies the textbook content to identify parts relevant to Brian Tomlinson’s criteria. The researcher also takes notes or documents initial findings related to each criterion, then groups the data based on the recognized criteria categories. This makes the data more structured and facilitates the subsequent analysis process.

3.7.2 Coding and Reducing

Next, in the Coding and Reducing stage, the researcher assigns codes or labels to parts of the textbook that correspond to each of Brian Tomlinson’s criteria. The researcher also simplifies the data by eliminating less relevant or repetitive information to make the analysis more efficient and focused. The coded and simplified data is then arranged in a more concise form focused on important aspects.

3.7.3 Representing and Interpreting

Finally, in the Representing and Interpreting stage, the researcher presents the analysis results in an easily understandable form, such as tables,

graphs, or descriptive narratives. The researcher then interprets the data to understand the extent to which the textbook meets Brian Tomlinson's criteria and draws conclusions that can be used for evaluation or recommendations. By following these steps, the identification process can be carried out systematically and in a structured manner.

The calculation for the result of the information investigation is applied to each section. This is done by dividing the total number of met criteria by the total number of criteria, then multiplying it by 100% to get the total score. The formula used in the evaluation process is as follows:

$$P\% = \frac{\sum q}{\sum r} \times 100\%$$

Where:

- **P%** = The percentage obtained for each observed aspect.
- **Σq** = The sum of the scores obtained for each observed aspect.
- **Σr** = The sum of the maximum possible scores for each observed aspect.

To determine how the elements of the textbook's contents meet the textbook analysis criteria put forth by Tomlinson, the researcher used the Criterion Referenced Evaluation, which was suggested by Nurgiyantoro.

Very Bad	Bad	Fair Good	Good	Very Good
0% - 20%	21%-40%	41% - 60%	61% - 80%	81% - 100%

Table 3.7 Criterion-Referenced Evaluation