

CHAPTER III

RESEARCH METHODS

1.1 Approach and Type of Research

In general, research techniques can be defined as scientific methods used to collect data with specific purposes and applications. Creswell (2017) explains that qualitative research is an approach used to understand the meaning constructed by individuals or groups in their social context. This research often involves collecting data through interviews, observation, and document analysis to gain deep insight into the experiences and perspectives of the research subjects. Denzin and Lincoln (2018) define qualitative research as a process that places the researcher directly into the context of the world being observed. This research involves a variety of interpretive and material practices that aim to explain the world in a more real way, by studying phenomena in their natural environment and understanding their meaning based on the perspectives of the individuals involved. describes qualitative research as an approach that emphasizes the use of words and in-depth narratives, rather than measurement or quantification in the data collection and analysis process. This qualitative research focuses on efforts to explore a more comprehensive understanding of the experiences, beliefs, and actions or behaviors carried out by individuals. With this approach, researchers seek to gain richer and deeper insights related to how someone experiences a phenomenon, what they believe, and how they act in a particular context bryman (2016).

Overall, the researcher decided to use a qualitative method because this method is very relevant and effective in exploring and obtaining data directly from the field, which is related to students' reading interest. The focus of this research is to understand more deeply how folklore can influence students' interest in reading at SMP Negeri 2 Hiliduho. A qualitative approach was chosen because it was able to provide a deeper insight into students' experiences and views related to folklore, as well as how it influenced their tendency to read.

Therefore, data collection conducted directly in the field is very important to obtain accurate and valuable information.

1.2 Variables of the Research

Variables are one of the elements that are very crucial and must get serious attention from researchers in every research process, because variables refer to characteristics, attributes, or various other aspects that can be formed, identified, or become the main concern in the context of the research being conducted. These variables can include various things that are important to study and analyze, and have a central role in determining the focus, purpose, and direction of the research. Therefore, a clear understanding of variables is essential for the research to run well and provide relevant and accurate results.

In general, there are two types of variables that are often used in research, namely independent variables and dependent variables. Independent variables are the types of variables that have an influence on the dependent variable. On the other hand, dependent variables are defined as variables that are affected or influenced by independent variables.

There are two variables in this research. The variable are folklore as independent variable and Students' Reading Interest as variable dependent.

1.3 Setting and Schedule of the Research

The research was conducted at SMP Negeri 2 Hiliduho located at Jl. arah Hiliduho Km. 8,5. Dima Village, Hiliduho District, Nias Regency, North Sumatra Province, Indonesia. Researcher was conduct this research in February to March 2025.

1.4 Source of Data

Research data sources were sources that provide information or data used in the research process. In this research, researchers will collect data methodically at the research site by conducting interviews, surveys, and documentation.

1.5 Instrument of the Research

According to Sugiyono (2019: 156), a research instrument is a tool or device used by researchers to measure and evaluate phenomena that occur, both natural and social, which become objects or subjects observed in a study. This instrument is designed to systematically collect data on various aspects of the phenomenon under study, be it related to natural events or social aspects that affect society or individuals in the context of the study.

Based on the research focus that has been determined, the researcher will use three different types of data collection instruments, namely and questionnaire, interview and documentation . These three instruments were chosen because each has advantages and relevance that are very suitable for the research objectives to be achieved.

1.6 Data Collecting Technique

The techniques used to collect and analyze data are referred to as data collection techniques. In this research, various data collection methods were applied, including:

a. Questionnaire

According to Wiersma and Jurs (2020), a questionnaire is one of the important tools in research that is systematically arranged to collect data from respondents. The questionnaire consists of a number of questions made in a standardized format, so that all respondents answer with the same guidelines. The purpose of this format is so that the data obtained is consistent, relevant, and comparable.

b. Interview

An interview is a type of verbal communication, therefore it is a conversation aimed at gathering information, or it can be regarded as a data collecting strategy involving question and answer sessions between the researcher and the item under examination. In this method, the interviewer's inventiveness is required because the outcomes of the interview under study are heavily reliant on the investigator's ability to identify, record, and analyze each answer.

There are three sorts of interviews, namely structured, semi-structured, and unstructured interviews (Abdussamad 2021, p. 143).

c. Documentation

The documentation method is used to collect information in the form of text, images and notes that can provide additional data. The documentation data needed by researchers in this study includes photos, voice recordings and videos during the research (Salsabilla 2023, p. 36).

1.7 Data Analysis Technique

The data analysis technique in research is the process of processing, organizing, and interpreting the data that has been collected to obtain conclusions that are meaningful and relevant to the research objectives. The data analysis technique used in this research is according to miles and huberman in his book “qualitative data analysis technique sourcebook”. data analysis techniques consist of three stages, namely data reduction, data presentation and conclusion drawing and verification.

- a) Data Reduction : This process involves simplifying, abstracting, and transforming the raw data obtained from the field. The aim is to select data that is relevant to the focus of the research, making it easier to draw conclusions.
- b) Data Display : This stage presents the data in an organized form, such as a matrix, graph, or chart, so as to facilitate understanding and further analysis. Data presentation helps researchers to see patterns, relationships, or trends that emerge from the reduced data.
- c) Conclusion Drawing and Verification : At this stage, researchers draw conclusions from the data that has been reduced and presented. The conclusions drawn need to be verified to ensure the validity and reliability of the findings, so that they can be accounted for.