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CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

This research employed a quantitative approach to examine the research problem. The quantitative approach was used because this study aimed to measure students' perceptions of the use of audio-visual media in English language learning in the form of numerical data. According to Creswell (2018: 41), quantitative research is an approach that involves collecting numerical data through structured instruments to analyze patterns or trends. In line with this, Sugiyono (2020: 14) states that quantitative research emphasizes measurement, objectivity, and statistical analysis to obtain accurate and reliable results.

The quantitative approach was considered appropriate for this study because students' perceptions could be measured systematically through the use of questionnaires with specific scales, making it easier for the researcher to process and analyze the data objectively.

Furthermore, this study employed a descriptive research design. The descriptive design was used to describe phenomena as they naturally occurred without manipulating the variables under study. According to Creswell and Creswell (2018: 146), descriptive research aims to provide an accurate description of the characteristics of individuals, groups, or situations based on the data obtained. In addition, Sugiyono (2020: 36) states that descriptive research is used to describe the value of a variable independently without comparing it with other variables or examining cause-and-effect relationships.

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This descriptive design was chosen because the study aimed to describe the perceptions of Madrasah Aliyah Hidayatul Islamiyah students regarding the use of audio-visual media in English language learning, rather than to test hypotheses or examine relationships between variables.

The data in this study were collected through a questionnaire administered to MA students after they participated in English language learning using audio-visual media. The questionnaire was designed using a Likert scale to measure students' perceptions in a structured manner.

The collected data were then analyzed using descriptive statistical techniques, such as frequency distribution, percentages, and mean scores. According to Sugiyono (2019: 156), descriptive statistical analysis is used to present and describe data so that they are easier to understand without making broad generalizations. Through this analysis, the researcher was able to clearly describe the level of students' perceptions of the use of audio-visual media in English language learning.

B. Time and Location

The research was conducted from May to June 2026. This research took place at Madrasah Aliyah Hidayatul Islamiyah, located on H. Hanafi Street, Kuala Lahang, Gaung Subdistrict, Indragiri Hilir Regency, Riau Province.

C. Population and Sample

According to Sugiyono (2020: 126), a population refers to a generalization area consisting of objects or subjects that have certain qualities and

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characteristics determined by the researcher to be studied and from which conclusions are drawn.

The population of this study consisted of all tenth-grade students at Madrasah Aliyah Hidayatul Islamiyah in the 2025/2026 academic year, totaling 20 students. This population was selected because the study focused on students' perceptions of the use of audio-visual media in English language learning. Therefore, tenth-grade students were considered capable of providing clearer and more focused responses.

According to Sugiyono (2020: 127), a sample is a part of the population that represents its number and characteristics. The sampling technique used in this study was total sampling.

Total sampling is a sampling technique in which all members of the population are included as the sample. Sugiyono (2020: 134) states that total sampling is appropriate when the population size is relatively small, so all members of the population can be used as the research sample.

Table 3.1 Population and Sample of the research

No	Class	Total Students	Population	Sample
1	10	20	20	20

The use of total sampling in this study is considered appropriate due to the relatively small population size, which consists of only 20 students. Therefore, all tenth-grade students at Madrasah Aliyah Hidayatul Islamiyah are included as the research sample. This approach is intended to obtain more comprehensive data in

line with the objective of the study, which is to describe students' perceptions of the use of audio-visual media in English language learning.

D. Research Instruments

The questionnaire is used in this research as a research instrument to identify fifth-grade students' perceptions of the use of audio-visual media in English learning. Sugiyono (2020: 145) states that a questionnaire is a data collection technique carried out by providing respondents with a set of written questions or statements to answer. The researcher uses a questionnaire because it is the most appropriate instrument for quantitative research and is easy to administer.

The type of questions used in the questionnaire are closed-ended questions. Closed-ended questions help respondents answer quickly and also make it easier for the researcher to analyze data from all collected questionnaires.

The questionnaire employs a Likert scale. According to Sugiyono (2020: 150), a Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or group of people regarding social phenomena. The answers for each item on the instrument using a Likert scale range from very positive to very negative.

Table 3.2 Blue Print of questionnaire

No	Indicators	Number of Item
1	Stimulus reception	1,2,3,4,5
2	Understanding	6,7,8,9,10
3	Assessment or evaluation	11,12,13,14,15

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E. Data Collection Technique

Data collection techniques are methods used by researchers to obtain data that are relevant to the objectives of the study (Sugiyono, 2020: 200). In this study, the researcher used a questionnaire as the research instrument. The questionnaire was chosen because it was suitable for collecting quantitative data related to students' perceptions.

The researcher developed a questionnaire consisting of 15 items based on perception indicators, namely stimulus reception, understanding, and assessment or evaluation. The questionnaire was distributed to 20 students of class X at Madrasah Aliyah Hidayatul Islamiyah. The students were given 20 to 30 minutes to answer the questions based on their own opinions and experiences.

In gathering the data, the researcher followed these procedures:

1. The researcher developed a questionnaire consisting of 15 items based on perception indicators.
2. The researcher distributed the questionnaire to the students and explained the instructions for completing it.
2. The researcher collected the questionnaires after the students finished answering.
3. The researcher checked the questionnaires to ensure that all responses were complete.
4. The researcher classified the data based on the perception indicators.
5. The researcher analyzed the data using descriptive statistical techniques.
6. The researcher drew conclusions based on the analyzed data.

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F. Data Analysis Techniques

There are several procedures carried out by the researcher in analyzing data for this study. First, the researcher collected the data to be analyzed. Second, the answers were classified based on the questions in the questionnaire. From the collected questionnaire data, the researcher used a Likert scale as a data measurement tool. According to Sugiyono (2020: 146), a Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or group of people regarding social phenomena. In this study, the focused social phenomenon has been specifically determined by the researcher, hereinafter referred to as the research variable.

Through the Likert scale, the variable to be measured is translated into indicator variables. These indicators are then used as a basis for developing instrument items in the form of statements or questions. To identify students' perceptions, the researcher used a questionnaire consisting of 15 items. Each item has 4 alternative answer choices using a Likert scale, with scores assigned as follows:

Table 3.3 Likert-scale score

Options	Score
Strongly Agree (SA)	4
Agree (A)	3
Disagree (D)	2
Strongly Disagree (SD)	1

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This study uses descriptive statistical data analysis techniques, which according to Sugiyono (2020: 210) is a method to describe, summarize, and interpret data to make it easily understandable. After the students' perception data were collected and coded, the researcher used a formula to identify the percentage of fifth-grade students' perceptions of the use of audio-visual media in English learning. The formula used to calculate the mean of data in this study is as follows:

$$\bar{x} = \frac{\sum x}{n}$$

Where:

$\bar{X}$ = Mean score

$\sum x$ = Total score obtained

n = Number of items

After obtaining the mean score, the researcher classified the results into perception categories by using interval scores. The interval score was calculated using the following formula:

$$I = \frac{R}{K}$$

Where :

I = Interval width

R = Range (highest score – lowest score)

K = Number of categories

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Since this study used a four-point Likert scale with scores ranging from 1 to 4 and four perception categories, the interval width was calculated as follows:

$$\boldsymbol{I = \frac{4-1}{4} = 0,75}$$

Based on the calculation above, the perception categories used in this study are presented in the following table.

Table 3.4 classification of perception questioner score

No	Mean score range	Category level
1	3,26 – 4,00	Very positive perception
2	2,51 – 3,25	Positive perception
3	1,76 – 2,50	Negative perception
4	1,00 – 1,75	Very negative perception