

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

The method used in this research is descriptive quantitative. Descriptive research is research that aims to describes something that was going on when the research was conducted and examine the causes of a particular symptom (Abdullah, 2015). The quantitative descriptive method is used because this method is carried out with The main goal is to create an image or describe a situation objectively (Prasko et al., 2016).

Quantitative research uses more internal numbers research and analysis process using statistics (Sugiyono, 2019). Therefore, in this research, researcher us research descriptive with survey methods and quantitative approaches.

#### **3.2 Place And Time Research**

This research was conducted at class XI students of SMKN 1 Banda Aceh which is located on Jalan Sultan Malikul Saleh Lhong Raya Kec. Banda Raya, Banda Aceh, Aceh, Indonesia. This research was carried out in July 2024 until completion.

#### **3.3 Research Subject**

According to Sugiyono (2019) population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. According to Sugiyono

(2019) the sample is part of the number and characteristics of the population. The sampling technique in this research uses sampling using a census/total sampling technique. In accordance with what was stated by Sugiyono (2019), census is a sampling technique where all members of the population are sampled. Therefore, the samples taken in this research were 70 class XI students of SMKN 1 Banda Aceh.

### **3.4 Research Instrument**

The questionnaire used in this research is a closed questionnaire utilizing an interval measurement scale with a Likert scale model. A closed questionnaire, as defined by Sudjana (2005), is one that presents respondents with predetermined alternative answer choices, requiring them to place a cross (X) or checkmark (√) on the answer they deem appropriate. According to Sekaran and Bougie (2016), the interval measurement scale is extensively employed to measure social phenomena or symptoms, where respondents are asked to rank certain preferences and assign a value (rate) to these preferences. Sugiyono (2019) explains that the Likert scale is specifically used to measure the attitudes, opinions, and perceptions of individuals or groups regarding social phenomena.

### **3.5 Data Analysis**

The data analysis used is a descriptive analytical method, namely describing the data collected in the form of words, images and not numbers. Data originating from manuscripts, interviews, field notes, documents, and so on, is then described so that it can provide clarity on the facts or realities. Data analysis in qualitative

research is carried out before entering the field, while in the field and after finishing in the field. In this case, Nasution stated that the analysis had started since formulating and explaining the problem, before going into the field and continued until the writing of the research results.

Data analysis becomes a guideline for further research until, if possible, a grounded theory. However, in qualitative research, data analysis is more focused during the process in the field along with data collection. In fact, data analysis in qualitative research is an ongoing activity that occurs throughout the investigative process rather than after the process. In reality, qualitative data analysis takes place during the data collection process rather than after data collection is complete. How to calculate percentage frequency data analysis using the following formula: (Sudijono, 2018).

$$P = \frac{F}{N} \times 100\%$$

Information:

P = Percentage searched (relative frequency)

F = Frequency

N = Number of respondents