

## **CHAPTER THREE**

### **METHODOLOGY**

This research is experimental. It aims to study 1.) the efficiency of the skill-based English for Airline Business course book 2.) to compare student's learning achievement of the second year English and Business English major students before and after learning English for Airline Business and 3.) to survey students' opinions toward the course book. This research is designed as follows;

1. Population
2. Variables
3. Research Instruments
4. Data Collection
5. Data Analysis

#### **Population**

The population in this study is selected by using a purposive sampling. It consists of 17 second-year English major and 18 second-year Business English majored students who enroll in English for Airline Business course (1558308) in the second semester of the academic year 2010 at Phetchaburi Rajabhat University. According to their background knowledge, their proficiency in English is average.

#### **Variables**

##### **Independent Variables**

Independent variables in this study are as follows:

1. A skill-based course book of English for Airline Business constructed by the researcher.

### **Dependent Variables**

Dependent variables in this study are as follows:

1. Students' leaning achievement
2. Opinion towards using the skill-based course book in learning English for Airline Business.

### **Research Instruments**

There are three instruments used for this research as follows;

1. Skill-based English for Airline Business course book

This study will be conducted into 15 weeks. The researcher design a skill-based course book for English for Airline Business course (1558308) being as a teaching material.

The followings are the steps of course book design;

1. The researcher studies related literature, the Bachelor of Art curriculum of Phetchaburi Rajabhat University and the course description of English for Airline Business course (1558308).
2. The researcher determines learning objectives, scope of contents and learning procedures for English for Airline Business course.
3. The researcher designs a skill-based course book for instruction. The contents are covered 5 units as follows;

Unit 1 Jobs in airline business

- 1.1 The duties of each department at the airport
- 1.2 Qualifications of each duty at the airport
- 1.3 The performance of various duties in the airport

Unit 2 Passenger reservation

- 2.1 The role of reservation
- 2.2 Buying and purchasing airline tickets
- 2.3 Airlines' symbols and abbreviations

### Unit 3 Checking-In

3.1 The procedure to check- in at the hall

3.2 The procedure for arrival at the hall

3.3 The service in the departure lounge

### Unit 4 Ground service

4.1 Tasks for ground services

4.2 Ground staff's qualification

4.3 Airport authorities

### Unit 5 In-flight service

5.1 In-flight service

5.2 In-flight managements

5.3 In-flight catering

4. After the course book is written, it will be given to the thesis' advisor and three experts at the English Division of Phetchaburi Rajabhat University to check the properness of the contents, language, learning activities and exercises.

5. According to the advice of the thesis' advisor and experts, the course book will be rewritten before the implementation.

6. The researcher tests the efficiency for Content Validity Congruence Index (IOC) by teaching 28 fourth-year Business English major students who are not a sample by using an adjusted skill - based course book.

7. After testing validity, the researcher uses a skill-based course book as a material in English for Airline Business course to the sample.

## **2. Learning Achievement Test**

The researcher designs four multiple choice tests of 60 items for testing the learning achievement of the second- year English and Business English major students for English for Airline Business course. It consists of;

Part I	Listening	15	items
Part II	Speaking	15	items
Part III	Reading	15	items
Part IV	Writing	15	items

To design the learning achievement test, there are steps as follows;

1. The researcher studies objectives and course description of English of Airline Business course.

2. English learning achievement tests will be written for assessing the learning achievement of the students before and after learning English for Airline Business course.

3. After writing, the test will be given to the thesis' advisor and three experts at the English Division, Faculty of Humanities and Social Sciences, Phetchaburi Rajabhat University to check the content validity for considering whether the test created is consistent with the objectives of learning or content.

4. According to thesis's adviser and experts' suggestions, the researcher uses an adjusted test to test with the 28 fourth year English major students who are not the sample.

5. The test will be analyzed the difficulty and discrimination from the scores. Then the researcher tests reliability by using Kuder-Richardson-20 formula.

6. The researcher selects 60 items for using as the learning achievement test for the sample.

### **3. Questionnaire for course book assessment**

The questionnaire in this study is a 5 Likert rating scale designed to assess students' opinion toward a skill-based course book used for English for Airline Business course. It is divided into two parts convincing the objective of the study: the general information and students' opinion towards a course book (Iskander, 2008 : 529).

Part 1, it surveys about general information which consists of gender, age, major, and faculty of informant.

Part 2, it is a 5 likert rating scale questionnaire to assess students' opinion towards a skill-based course book which rates as follows:

5 = Strongly agree

4 = Agree

3 = Uncertain

2 = Disagree

1 = Strongly disagree

To design for questionnaire, the steps are as follows:

1. The researcher studies related literature and previous about questionnaire design.
2. The researcher designs 32 items questionnaire to ask students' opinion about course book which divided into three aspects; contents and exercises, book design, illustrations and overall of a course book.
3. The questionnaire will be given to the thesis' advisor and experts at Phetchaburi Rajabhat University to check correctness of the contents for revision before using.
4. The researcher uses an improved questionnaire to ask the 28 fourth year English and Business English major student of Phetchabiri Rajabhat University to try out the questionnaire
5. After checking rating, the researcher analyzes data for reliability using a Cronbach alpha coefficient.
6. The adjusted questionnaire is used to ask the sample for opinion on a course book.

## **Data Collection**

This study is one group pre-test and post-test design with second-year English and Business English major students who enroll in English for Airline Business course (1558308) at Phetchaburi Rajabhat University.

The data will be collected as follows;

1. The researcher explains the research's objectives to the students who are the sample for understanding the research procedures.
2. The students do a pre-test within 60 minutes before studying.
3. The researcher teaches students following a skill-based course book. The contents with 5 units will be done within 15 weeks in the second semester of the academic year 2010.
4. At the end of the semester, the students do the post-test within 60 minutes.
5. The scores from the pre-test and post-test will be statistically compared and analyzed.

6. The sample is also asked to do a questionnaire for assessing students' opinion towards a skill-based course book used in English for Airline Business course.

7. The scores from questionnaire will be analyzed.

### **Data Analysis**

The researcher will analyze the data by using computerize program. The data analysis will be divided into three parts:

1. The finding efficiency of the skill-based English for airline business course book constructed, the score will be calculated by  $E_1 E_2$ .

2. The scores of students' learning achievement before and after learning, the scores will be calculated by using means and t-test.

3. The scores from questionnaire will be analyzed by using mean and standard deviation.

The standard criteria for the skill-based English for Airline Business course book on 5 point rating scale. The meaning of rating scale was adapted from (Best, 1986: 181-182). It was shown as below:

<u>Rating Scale</u>	<u>Arbitrary Level</u>	<u>Level of Course book standard</u>
5	4.51 – 5.00	Highest
4	3.51 – 4.50	High
3	2.51 – 3.50	Moderate
2	1.51 – 2.50	low
1	1.00 – 1.50	lowest

After the scores of all questions were summarized, the level of average scores would describe the factors influencing on independent variable.