

Chapter III

Research Method

This chapter contains of the explanations about research design, technique of data collection; observation, interview, technique of data analysis. The method of research according to Subagyo (1997:2) is a way or way to recover the solution to any problems posed. (*Metode penelitian adalah suatu cara atau jalan untuk mendapatkan kembali pemecahan terhadap segala permasalahan yang diajukan*). The writer explains it as follows:

3.1 Research Design

In this research, the writer takes an object in *Sheraton Bandung Hotel and Towers* located at Jl. Ir. H. Juanda No. 390 Bandung. Sheraton Bandung is 5 stars Hotel and offers fully equipped & luxurious accommodation. Sheraton Bandung is an international chain Hotel. Then, the used of English language has an important point that could be discover what an advantages for increasing tourist visiting. In this research, the writer used a qualitative method. According to Koendjaraningrat (2004) descriptive method is a method that solves an actual problem by collecting and analyzing the data.

From the statement above, the writer can conclude that qualitative method or descriptive method is a method that used to analyze the data or problem that we research with describing something or anything that we get in this research. It is mean the writing of the research is by describing.

According to Alwasilah (2008:102) the principle of qualitative method is:

Prinsip penelitian kualitatif menekankan bahwa setiap temuan dilandaskan pada data, sehingga temuan itu semakin tersashihkan sebelum dinobatkan sebagai teori.

The principle of qualitative research emphasizes that each finding is based on data, so that the findings are increasingly disguised before being named a theory.

According to Denzin and Lincoln (1994:2):

“Qualitative research involves the use and collection of a variety of empirical materials such as case studies, personal experience, introspection, biography, interviews, observations, historical texts, which describe the interactional and visual routine and problematic moments and meaning in individual life and collective”.

From the statement above, the writer can conclude that to plan qualitative research has to base on data, personal experience, observation, and anything that support the research. So that research can be proved the originally. In addition, it can answer any questions about the research.

According to Basrowi and Suwandi (2008) the definition of qualitative is:

Penelitian kualitatif merupakan penelitian yang dilakukan berdasarkan paradigma, strategi dan implementasi model secara kualitatif, perspektif, strategi dan model yang dikembangkan sangat beragam.

Qualitative research is a research conducted based on paradigm, strategy and qualitative model implementation, perspectives, strategies and models developed are very diverse.

The writer use qualitative method in her researching of *An Analysis of English Usage Terms in Brochures at Sales and Marketing Department in Sheraton Bandung Hotel and Towers*. Because this method is related to the data she gets in the formal descriptive. Qualitative method is useful in looking for informing, the selection of criteria and indicators, highlighting any limitations or

complexities and hence assisting in the research too. This study is not researching for something or making prediction. It described and analyzed the situation.

3.2 Technique of Data Collection

There are many techniques in collecting the data. Those techniques are observation and interview. The two most common qualitative methods, explained in detail in their respective modules, are participant observation and interviews.

Each method is particularly suited for obtaining a specific type of data:

- *Observation*, is a appropriate for collecting data on naturally occurring behaviors in their usual contexts.
- *Interview*, are optimal for collecting data on individuals' personal histories, perspectives, and experiences, particularly when sensitive topics are being explored.

And then Alwasilah (2002) gave suggestion in order to the researcher paid attention when interviewed the respondent, as follows:

1. Topic.
2. The question is suitable with the topic.
3. The question is complete.
4. The right respondent.
5. Quality time.

In technique of data collection, the writer used observation and interview as a part of the data collection elements to support the research. By observation and interview the writer looks for and gets the answer to strengthen the research.

3.3 Procedure of Data Collection

The writer uses some steps in collecting data for this research as follows:

a. Visiting

On July the writer visited Sheraton Bandung Hotel and Towers, the distance writer's house to Sheraton Bandung Hotel and Towers be achieved 45 minutes by motorcycle. At the hotel the writer met with Manager of Human Resource Department, then explain the purposes, and asked permission to follow the Sales and Marketing activities while duty and interview the Sales and Marketing Staff.

b. Observation

Observation is an activity where the researcher gets an attention to one of object by using all of senses. Observing in the Hotel is an effort process to get information. In this observation, the writer take some focused in technique of data collection that are:

- The writer focused the observation as qualitative research to answer the research problem about the English usage terms in brochures at Sheraton Bandung Hotel and Towers.
- The writer will find the term of English that use in promotion of the Sheraton Bandung Hotel and Towers.

c. Interview

For the interview, the writer is interview the Sales and Marketing Staff Sheraton Bandung Hotel and Towers. First the writer is looking for the information about the English language terms in brochures at Sheraton Bandung Hotel and Towers. And then, the writer took some permission

to the Marketing Communication Manager and explaining the purpose, after the writer get permission to follow the Marketing Communication Manager then the writer make a deal. The writer intends to get more data and information about this research, so the writer do interview with the sales officer and guests of Sheraton Bandung Hotel and Towers.

The writer took an interview to sales officer to know the effectiveness of English language that used by sales officer to attract the guest and kind of criteria in made a brochures. Then the writer took an interview to guests to know English language used in the brochure and the brochure look to made guests interested in come to the hotel.

d. Source of the Data

- Primary Data : Brochure.

The size of the brochure used by the Sheraton Bandung Hotel and Towers is a *3 fold brochure*. In fact, people often use it for a promotion tools, the size for a *3 fold brochure*, which is mostly A4 (21 x 29,7 cm), which is then folded turn-back. From the color selection of this brochure, used of good colors which is Brown. Also nice to influences the strength of the attractiveness for the guests. The design chosen is also quite simple but still looks classy, making people know the characteristics of this Sheraton hotel brochure then the Sheraton logo in the brochure is always included. The style of language used is actually not too formal and there are several sentences that are used in 'daily life' but can attract guests to read it.

- Secondary Data : Guests.

Guest interest in brochures at the Sheraton was very interested. This is due to the choice of the color shape that is felt to be enough to choose the color brown. Then find out the response from the guest on the use of English language from the marketing side, interest in promo on the social media or in the brochure, and others.

- Tersier Data : Sales and Marketing Staffs.

Knowing the understanding of sales and marketing staffs especially marketing communication manager and graphic design about brochures in the Sheraton, they can master the contents of the brochure or not, then what criteria are needed when making a brochure. Then find out the standard of the Sheraton hotel to make a brochure and also the placement of the logo, and the others who can make the identity of the hotel.

3.4 Technique of Data Analysis

After all the data collected, both observation and interview then explained, clarified, and compared between theories with situation in the field directly. The writer made a finding and ends with made conclusions about the English usage terms in brochures at Sales and Marketing Department to attract guest visit the hotel based on research questions.

The kind of research is descriptive method by qualitative research. So the data has been transcribed. The observation and interview was conducted and had been collected as a data. Here are the procedures in analyzing the data as follows:

- Making the transcribed of the data from Sheraton Bandung Hotel and Towers observation. The data from observation would be transcribed from data day by day observation. Took the conclusion from the observation data.
- Taking the transcribed of the data from Marketing Communication Manager and Graphic Design Interview and then get the conclusion about an analysis of English usage terms in Brochures at Sheraton Bandung Hotel and Towers. Take the transcribed the data from Interview Sales Officer and get the conclusion from each data. It would be worked as the information that the writer needs in this occasion.
- Categorizing the data from the observation and interview. Analyzing the observation and interview data to get the result of it.
- Getting the finding analysis about the data as the effort of the research.

• **Observation Instrument**

The writer has an interest with Tourism and Hotel Management, the writer really want to analyze and to find out the English usage terms in brochures. Observation with way involved directly in the hotel it would be very helpful in making this paper complete, at once give a new experience and a new feeling for the writer. In this observation section the writer try to find data and information related about English language usage in the brochures.

- **Interview Instrument**

To get more data and information about this research, the writer do interview with the marketing communication manager, graphic design, sales officer, and guests. The form of interview that the writer interest to know and to support the data and information.

The Questions to Sales and Marketing Department are:

1. Sudah berapa lama anda bekerja di Sheraton Bandung Hotel & Towers?
2. Apakah rata-rata orang yang berkerja menjadi Salesman atau Marcomm itu harus bisa menguasai bahasa asing, khususnya berbahasa inggggris?
3. Dalam membuat sebuah brosur apakah ada kriteria khusus dalam memilih penggunaan bahasa inggris yang baik dan benar?
4. Seberapa penting penggunaan bahasa inggris dalam meningkatkan daya saing antar Hotel?
5. Apakah dalam dunia digital ini Hotel masih perlu menggunakan brosur?
6. Apakah Hotel Sheraton mempunyai bahasa baku yang tidak boleh diganti?

The Question for guests are:

1. What do you think about Sheraton Bandung Hotel & Towers?
2. What do you think about English language used in the brochure?
3. Is the English used in the brochure interesting and using the right choice of words?
4. What do you think about the sales team when offering the product?
5. How about the brochure look? Is it interesting?
6. Is the language in the brochure must use English language? What is the reason?

3.5 Respondent

1. Marketing Communication Manager

The writer interview Marketing Communication Manager to get data that related to the topic that investigated.

2. Graphic Design

In order to adding information about made a design for brochures in Sheraton Bandung Hotel and Towers.

3. Guest of Sheraton Bandung Hotel and Towers 5 guests which includes personal guest of Sheraton Bandung that related to the topic that investigated.

4. Sales Officer

To adding the data, the writer interview the sales officer, such as sales manager and sales coordinator.

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