

Chapter III

Research Method

3.1 Research Design

Research is study or investigation, to discover new facts or information. According to Nunan and Bailey (2009:25) “the overall purpose of a survey is to obtain a snapshot of conditions, attitudes, and/or events of an entire population at a single point in time by collecting data from a sample drawn from that population”.

Relevant to the purpose and research question above, survey study design will be employed to capture the details about The use of Language Style in promoting the Sales Kit of Grand Mercure Hotel Bandung. Survey study involves systematically gathering enough information about Grand Mercure Hotel’s Sales Kit or brochure with qualitative method. The researcher uses this method because the research basically aims at describing the data in the form of word or written text. The data are described descriptively based on the research problems, what types of Language Styles are used in the brochure and why Grand Mercure Hotel Bandung used that Language Styles in the brochure.

3.2 Data and Data Source

The researcher will used the data of this research from the sentences of Grand Mercure hotel brochure. When the researcher was taking a data, the researcher found a few brochures that contain a sentences of language style in

Grand Mercure hotel Sales Kit. There's a few kind of brochure, such as the explanation about Grand Mercure hotel, meeting room brochure, facilities and services brochure. Therefore, the researcher selects all the kinds of the brochure to get the data who contain language style in every sentences.

3.3 Research Instrument

In this research, the researcher will used some instrument to get the data in analyzing. To get the data, the researcher collected one Sales Kit of Grand Mercure hotel. Inside the Sales Kit, the researcher find a few brochure, such as the description of Grand Mercure hotel Bandung, Meeting package, facilities and services of the hotel. after that, the researcher searches the sentences which are categorized as language style in that brochure.

3.4 Data Collection

It is impossible to collect the data from respondent without any instrument. There will be one instruments used by writer to get the data from respondents. In collecting data, the researcher did some steps to analyze it. Such as, take every brochure in Sales Kit of Grand Mercure Hotel Bandung who possible to get the data, reading the whole text of the brochure. Meanwhile, to discover the use of Language Style in Sales Kit, the researcher will analyze the brochure one by one. Furthermore, selecting the sentences and utterances in the language style of Grand Mercure brochures based on the research problems of the study.

3.5 Procedure of Data Analysis

To get the answer of the two research problems, first the researcher need to reads all the text in the brochure of Grand Mercure hotel. Then, the researcher will begin to displays the data and sentences, that performed language style based on theory of language style. Next, the researcher analyzes per sentence who contain language style in order to make the research finding reports are clear and specific.

For research question number one, the researcher tried to categorized per sentence based on characteristics of language style. After that, straight forward to the research question number two, which also use the finding of research question number one. After that, finally the researcher explains how the language styles used in the brochure of Grand Mercure hotel Bandung.