

Chapter III

Research Method

Research method is needed by the researcher to finding out the aim of the research itself. By using the research method, it will make the result of the research more accurate and effective. This chapter focuses on research method applied in this study. It is an overview of the research design, procedure of data collection and technique of analyzing the data. This research was conducted at Sheraton Bandung Hotel & Towers Address: Jl. Ir. H.Djuanda No.390, Dago, Coblong, Bandung City, West Java 40135.

3.1 Research Design

Research design is the whole process required in a research. Muhajir (2000) states *“Metode Penelitian merupakan ilmu yang mempelajari tentang metode-metode penelitian dan ilmu tentang alat-lat penelitian”*. Therefore a research need a method refers to the technique that used by the writer in the process of the method. For research at Sheraton Bandung Hotel & Towers the writers used this type of survey research. Survey research is a study that take samples from one population and uses a questionnaire as a primary data collection.

The writer uses descriptive research methods, according to Nazir (2003:43):

“Metode deskriptif adalah salah satu metode dalam meneliti status kelompok manusia suatu objek, suatu set kondisi, suatu system pemikiran ataupun suatu kelas pariwisata pada masa sekarang. Tujuan penelitian deskriptif, gambaran atau lukisan secara sistematis, faktual dan akurat mengenai fakta-fakta, sifat-sifat serta hubungan antar fenomena-fenomena yang di selidiki.”

(Descriptive method is one method in examining the status of human groups of an object, a set of conditions, a system of thought or a tourism class in the present. Descriptive

research objectives, systematic, factual and accurate descriptions or paintings of facts, traits and relationships between phenomena investigated.)

Therefore, in the survey research will be better if done in a gradual analysis. In general, the survey used questionnaires as a data acquisition tool. Surveys adhere to the rule of quantitative approaches, if the larger the sample, the more results reflect the population. Survey research can be used for explorative purposes, describing (descriptive) explanatory, if to explain causal relationships and to test hypotheses, evaluate, predict or forecast certain future events, operational research and development of social indicators.

3.2 Method of the Research

Qualitative research methods are way or effort more too known on aspects of the problem simultaneously. Qualitative research is a decisive study, which uses analysis and more impressed process of meaning. The purpose of this method is a broad and deep understanding of a problem in a problem that is being studied or will be reviewed. The type of method that used in this reserach is Qualitative method.

Alwasilah (2002) said :

Hasil penelitian kualitatif bukan mencari generalisasi, tetapi mencari pemahaman suatu kasus dengan mengumpulkan dan melakukan analisa data.

Hasil penelitian berangkat dari mengetes teori, mengetes pernyataan penelitian yang berakar pada teori itu.dan menggunakan instrument untuk mengukur variable-variable dalam teori.

The results of qualitative research are not looking for generalizations, but seeking understanding of a case by collecting and analyzing data.

The results of the study depart from testing theory, testing research statements rooted in the theory. And using instruments to measure variables in theory.

Qualitative research designs generally do not express hypotheses which should be tested, but more often the question of more research leads to the achievement of the data set directly. The qualitative research design generally still has three characteristics as follows:

- a) Not stated in detail,
- b) Flexible
- c) Develop in accordance with the situation and conditions that exist in the field.

The writer used qualitative method, it means after collecting, clarifying, and analyzing then interpreting the data to get the results. The data were analyzed based on the theories mentioned in Chapter II about Speaking skills. Here the writer Interview the Guest Service Agents and the guests, then data Questionnaire for the Guest Service Agents.

3.3 Techniques of the Collecting Data

The choice of method is influenced by the data collection strategy, and the author will use the method of how to research every service between employees in the Front Office Department and guests. And then will be in what level of English level skills.

- Interviews: forms which are completed through an interview with the respondent. More expensive than questionnaires, but they are better for more complex questions, low literacy or less co-operation.
- Questionnaire: The data will be more accurate if the author examines the design questionnaire, the author will make some questions that will be concerned with speaking skills. Then the data will be compared and simulated with the existing interview data. Then the data will prove in the approved research.

3.4 Techniques of Analyzing Data

After collecting the data, the researcher analyzes the data. Wiersma (1991: 85) stated “Data analysis in qualitative research is a process of categorization, description, and synthesis. Data reduction is necessary for the description and interpretation of the phenomenon under study”. In short, data analysis is systematically process to analyze data which have been collected. To analyze the data, the researcher uses descriptive qualitative to analyze data. According to Sugiyono (2008: 245), there are three activities to analyze data in descriptive qualitative research. Those activities are data reduction, data display, and conclusion drawing/verification.

Based on those statements, the researcher divides the activity in analyzing data into three activities, they are analysis data by directly in the place while researching the data. For the last process is conclusion and verification. In qualitative research, the characteristic of conclusion is temporary. It can change if the researcher doesn't found enough evidence to support the next collecting data. However, if the conclusion in the previous data can be evidenced by validity and consistency while the researcher is going back to the field, so the conclusion is credible. In this research, the researcher makes conclusion from the data display. In short, the steps in analyzing the data are:

- a. The writer collects the data through interview and questionnaire. Then, the writer selects, identify, and focuses on the data by referring to formulation of the research problem.
- b. After selecting the data, the writer displays those data into good sentences.
- c. After displaying data, the conclusion is drawn. Moreover, to get a valid data, the interview is supported by questionnaire. This questionnaire is analyzed by using descriptive

Based on the problems explained in the introduction, then the object of this research is the influence of the importance of speaking skills at employees of Sheraton Bandung Hotel & Towers. As for the subject of the research is the Guest Service Agent at Sheraton Bandung Hotel & Towers.

Primary data is the collection of direct data from the object are being investigated through field studies to obtain supporting data in this study, the means used for primary data collection are as follows:

- **Instrument of Interviews**

To get more data and information about this research, the writer do interview with the Guest Service Agents and the guests in Sheraton Bandung Hotel & Towers. The instruments that used by the writer were the questions list and the writer's phone. Process interviewed, the conversation recorded in a mobile phone then copied in a paper after that make a finding from that interviews. The form of interview that the writer interest to know and to support the data and information. Interview Technique That is face to face with the responding part by asking some questions related to the analyzed object. In this case the writer choose who became the guest speakers, either the Guest Service Agent or the Front Office who experienced and often serve foreign guests.

The Questions to Guest Service Agents are:

1. How long have you been as a Guest Service Agent in Sheraton Bandung Hotel & Towers?
2. Have you ever took an English Course?.
3. Is there any difficulty in English when you serve the guest?
4. Is there any effort to spoken in English other than English Course?
5. What factors that make Hotel's staff do not mastering the correct in English?

The Questions to the Foreigners guests are:

1. How is the Guest Service Agents fluency of English Speaking skills?
2. How do you think about GSA procedures in speaking English?
3. How is the caring attitude of Guest Service Agent to you?
4. Can the Guest Service Agents explanation understandable?
5. What is your suggestion for using the correct English language?

- **Questionnaire Instrument**

To support the validity of the data, the writer conducted a questionnaire to Guest Service Agents to find out and support the data after the interview data, this questionnaire would complete the results of the research. The design of a questionnaire will depend on whether the researcher wishes to collect exploratory information like qualitative information for the purposes of better understanding or the generation of hypotheses on a subject or quantitative information (to test specific hypotheses that have previously been generated). Therefore the writer make a questionnaire to obtain accurate data through the question to the concerned Guest Service Agent. The writer provide some questions related to Research Questions and questioning the problems that exist in speaking skills, then the data that will be

analyzed can be accurate if the questionnaire is perfectly answered from the Guest Service Agent itself.

The Questions to Guest Service Agents are:

1. What are the most difficult thing for you to communicate in Speak English?
2. When you have problems in understanding the English of the guest, what did you do to solve the problems?

3.5 Respondents

The operational office hours devided into four parts of the work shift. The. guest Service Agent in Sheraton Bandung has operational working hours, as follows:

- a. Morning Shift
- b. Middle Shift
- c. Afternoon shift
- d. Night Shift

Person in charge per shift of Guest Service Agent in Sheraton Bandung Hotel & Towers are:

- a) For Morning Shift there is one person (07:00 a.m – 04:00 p.m)
- b) Middle Shift one person (09:00 a.m – 18:00 p.m)
- c) Afternoon Shift one person (02:00 p.m – 11:00 p.m)
- d) Night Shift there are two people (09:00 p.m – 06:00 a.m) And (11:00 a.m – 08:00 a.m)