

## **Chapter III**

### **Research Methodology**

In scientific research the methodology took an important role in obtaining objective valid data and then used it to solve the problems that have been formulated. It will guide us in investigation, because it deals with the ways we conduct the research.

The method of research according to Subagyo (1997: 2) is a 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*).

In this research method, the writer provides some steps in the process of the research, they are: research design, respondent, data collection procedures and technique of analyzing the data.

#### **1.1 Research Design**

This research design intends to identify and analyze about the title of this paper. The type of the research method that the writer used is qualitative method. This research design applied in order to make the research easier and successful.

Qualitative is research that data research results more related to the interpretation of the data found in the field (Sugiyono, 2011: 8). (*Penelitian Kualitatif adalah penelitian yang data hasil penelitian lebih berkenaan dengan interpretasi terhadap data yang ditemukan di lapangan*).

Qualitative research is research by using scientific method to reveal a phenomenon by way of describing data and facts through words thoroughly to the subject of research (Mulyana, 2008: 151). ( *Penelitian kualitatif yaitu penelitian dengan menggunakan metode ilmiah untuk mengungkapkan suatu fenomena dengan cara mendeskripsikan data dan fakta melalui kata-kata secara menyeluruh terhadap subjek penelitian*).

The writer uses qualitative method by gives written test and interview. It means after collecting, clarifying and analyzing then interpreting the data to get the result. The writer collecting the written result as data to fulfill the completeness of research data in the field directly in Sales & Marketing's activities in hopes to finding understanding the readiness of Sales & Marketing's employees in English skill and answer the research problem.

## **1.2 Respondents**

In this research, the writer using respondent for the subject as the resource to collect the data, they are :

Respondent #1 : Sales Manager

Respondent #2 : Sales Executive

Respondent #3 : Sales Reservation

Respondent #4 : The guest

Respondent #5 : The guest

Respondent #6 : The guest

The writer used the employees in Sales & Marketing as the respondents for this research. The writer choose them because some of the employees in Sales & Marketing did the communication directly with the guests.

To simplify the analysis in this study, the writer focused on their English speaking and writing skill to observe their communication skills in serving the foreign guests at Grand Mercure Hotel Bandung Setiabudi which is located in Jl Dr Setiabudi No. 269, Isola. Sukasari Kota Bandung, Jawa Barat 40154.

### **1.3 Procedures of Data Collections**

In this research the writer using some steps to collecting the data, they are :

#### **1. Observing**

The writer did the observation in Grand Mercure Bandung Setiabudi to observe the Sales & Marketing activities in serving the guests and complete the data information.

#### **2. Interview**

The writer did some interviews with Sales & Marketing's employees of Grand Mercure Bandung Setiabudi by using English to find out the Sales & Marketing English speaking skills.

#### **3. Writing test**

The writer did the written skill test to the employees in Sales & Marketing department by using English to find out the Sales & Marketing English writing skill ability.

List of Questions for the Interview:

- Sales & Marketing Employees in Grand Mercure Hotel Bandung Setiabudi

1. How long have you been in a sales division?
2. Have you taken an English course?
3. What do you think about your English speaking skill?
4. Do you think English is difficult to be mastered?
5. What makes English difficult to be mastered?
6. What is your effort in improving your English skill?
7. Does hotel provide you English course?
8. If your English skill is not good enough, what is your effort to improve your readiness in English speaking skill?

- The Foreign Guest

1. How is the Sales & Marketing's English speaking skill ?
2. How important English skill for Sales & Marketing at work ?
3. What do you think about the services in this hotel especially with Sales & Marketing?
4. Are you satisfied with the hotel's services?