

## Chapter III Research Method

The research method is a step that is owned and done by researchers in order to collect information or data and investigate the data that has been obtained. Sugiyono (2012) mentioned that *metode penelitian pada dasarnya merupakan cara ilmiah untuk mendapatkan data dengan tujuan dan kegunaan tertentu* (the research method is basically a scientific way to get data specific the purpose and usefulness). The research method gives an overview of the research design which includes among others: procedures and steps to be taken, time of research, data source, and by what step the data obtained and then processed and analyzed.

### **3.1. Place and Time of the Research**

The writer took the data at Sakata Convenxia Bandung. The Travel is located at Cihampelas street No 232, Bandung. The writer chose the travel because the writer has done on job training in that place, it also easier to collecting data.

### **3.2. Research Design**

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

According to Moloeng (2011:6)

*Penelitian kualitatif adalah penelitian yang bermaksud untuk memahami fenomena tentang apa yang dialami oleh subjek penelitian, misalnya perilaku, persepsi, motivasi, tindakan, dan lain-lain, secara*

*holistik dan dengan cara deskripsi dalam bentuk kata-kata dan bahasa, pada suatu konteks khusus yang alamiah dan dengan memanfaatkan berbagai metode alamiah.*

Qualitative research is a study that intends to understand the phenomenon of what subject experience, such as behavior, perceptions, motivations, actions, etc., holistically and by way of description in the form of words and language, in a specific context of nature and by utilizing various natural methods.

Furthermore, according to Denzin & Lincoln (1998) Qualitative research uses variety kinds of qualitative inquiry in collecting data (such as: observation, interview, documenting, narrating, publishing text, etc.). Observation is the selection and recording of behaviors of people in their environment. Observation is useful for generating in-depth descriptions of organization or events, for obtaining information that is otherwise inaccessible, and for conducting research when other methods are inadequate. From the both statements above, the researcher can conclude that to plan qualitative research must be based on data such as observation, interviews, personal experience and others that support research. So that can answer any questions about research.

The writer uses qualitative method by observing and interviewing. It means after collecting, clarifying and analyzing then interpreting the data to get the result. The writer observed the activities of front liner in the field directly in hopes of finding understanding of front liner English speaking skill and answer the research problem.

### 3.3. Respondents

In this research the writer using respondent for the subject as the resource to collect the data. The writer has 6 respondents, they are 2 front liner and 4 guests. The writer uses members of the front liner because their job it to serve the guest for the first time and describe about product. The writer focused on their English speaking skill, difficulties for facing foreign guest and the foreign guest opinion of front liner English speaking skill.

### 3.4. The Techniques of Collecting Data

In techniques of collecting data, at the first the writer visited to Sakata Convenxia tours and travel to observing activities of front liner in serving the foreign guests and complete the data information. The second is interviewing front liners to find out difficulties are facing front liner in speaking English, and third is interviewing foreign guest for getting the data about the opinion foreign guests of front liner speaking English.

1. Observation is an accurate and specific method in collecting data and has the purpose of finding information about all ongoing activities to be used as an object of study in a study.

<b>Checklist Form</b>					
<b>Speaker's Purpose</b>					
	Very Clear		Fairly Clear		Unclear
<b>Volume</b>					

	Too Loud		Just Right		Not Loud Enough
<b>Speed</b>					
	Too fast		Just right		Too slow
<b>Eye Contact</b>					
	Maintain Eye Contact		Avoids Eye Contact		
<b>Feedback</b>					
	Always		Sometimes		Never
<b>Body Language</b>					
	Appears nervous		Appears relaxed		
<b>Content</b>					
	Totally relevant		Sometimes irrelevant		Totally irrelevant

2. Interview is a conversation carried out by both parties such as researchers and respondents who are face to face to get information orally by obtaining goals that can explain the research. In this research, the writer interviews the front office and foreign guests by using English to find out the front liners English speaking skill.

#### List of Questions for the Interview

- Front Liner of Sakata Convenxia
  1. How long have you been working the front liner?
  2. What do you think about your English speaking skill?
  3. What is the difficulties in communicating with foreign guests?
- Foreign Guest
  1. How is the front liner English speaking skill?
  2. How important is the use of English at work for customer?
  3. Are you satisfied with the front liner when describing the package tour/ flight schedule?

### **3.5. Technique of Analyzing Data**

The kind of research is descriptive method by qualitative research. After all the data were collected, both visits, interviews, and observation were then evaluated, clarified, and compared between the theories and the situation on the ground directly. The steps of analyzing data as follows:

1. Taking notes from observation, activity into observation sheets.

2. Interviewing the front liner to find out their difficulties of facing foreign tourist in speaking English.
3. Classifying and describing the interview from foreign guest about their opinion of front liner English speaking skill.