

Chapter III

Research Methodology

The research method is needed by the researcher to find out the purpose of the research. 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 the technique of analyzing the data. This research was conducted at Bandung immigration office class 1.

3.1 Research Method

The research method of this study is qualitative descriptive. Qualitative research is a process of naturalistic inquiry that seeks the in-depth understanding of social phenomena within their natural setting. It focuses on the "why" rather than the "what" of social phenomena and relies on the direct experiences of human beings as meaning-making agents in their everyday lives. Rather than by logical and statistical procedures, qualitative researchers use multiple systems of inquiry for the study of human phenomena including biography, case study, historical analysis, discourse analysis, ethnography, grounded theory and phenomenology. (Cresswell, 1998)

The reasons why the researcher chooses a qualitative design:

- Because qualitative research has a relatively open nature, continued questioning can take place in terms of the how and why, motives, perceptions and decision processes. This research can get real

information of the respondents with distributing questionnaire and observation.

- The respondent receives the opportunity to tell 'his/her story', which also makes the technique suitable for less eloquent people. The consumers can share what they get from the service of the immigration officer.
- Because of the questioning method, more in-depth investigation of the environments of respondents can take place, increasing the chances of receiving unexpected responses that enhance insight into respondents' understanding of their environment.
- Distributing questionnaire can take place anywhere; at the home of the respondent or at a different location. For this research, the questionnaire took place at the immigration office.
- Observation can bring to light behavior that respondents themselves are not (quite) aware of and can take place in their natural environments as well as via the internet. This is can be seen with the real staff giving and consumers received.
- Motivations and decisions can be compared to those of others during group distributing questionnaire and observation. They can mix with the same time and once to manage a time.

- Qualitative research often teaches respondents things about themselves. This is can give a positive impact to the qualified public service at Bandung immigration office class 1.

3.1.1 Research Design

The research design is a comprehensive plan to obtain the question being evaluated and to manage some of the trouble found during the research process. The research design helps the researcher in the selection of the problem, manipulation of the experimental variables, procedure of data collection and the type of statistical analysis to be used to interpret the data. In the present study, non-experimental survey research design was used. (Wardworth, 2010)

The steps of this research are as follow:

1. Planning

Before doing a research the writer, of course, makes questions for the respondents and table for observation. In this case are immigration office staff and customer. The question is about qualified public service at Bandung Immigration office class 1.

2. Observation

After the planning is completed, it is time for the writer do the observation for knowing the real service of the Lantaskim staff and how the consumers respond at Bandung immigration office class 1.

3. Distributing questionnaire

Distributing the questionnaire is done for getting much information from the consumers and staff. The purpose of distributing questionnaire are compared from the observation

4. Reporting

After all of the aspect has done. The last level is reporting. To compare the data that obtained from observation and distributing the questionnaire.

3.2 Instrument of the research

For the purposes of this research, the researcher was used are as follow:

1. Observation

Observation is the active acquisition of information from a primary source. In living beings, observation employs the senses. In science, observation can also involve the recording of data via the use of scientific instruments. The term may also refer to any data collected during the scientific activity. (Kosso, 2011). The main function of the observation is for knowing what the real happened service at Bandung immigration office class1. The researcher was used media for observation is an observation table for Lantaskim staff and consumers.

2. Distributing Questionnaire

A questionnaire is a research instrument consisting of a series of questions (or other types of prompts) for the purpose of gathering information from respondents. (Gault, 1907). The researcher chooses close-ended questions design for distributing the

questionnaire. The main function of distributing the questionnaire is for obtained much information what the respondents give and compare with the observation. The researcher was used media questionnaire file and table of the question.

3.3 Population and Sample

3.3.1 Population

A population is the entire set of cases in which a study is interested. It is the full set of individual or of objects having some common characteristics. In this research, the population was random people. A population is distinguishing as a target and accessible population. (Moore, 2005)

A population of this study was 30 Lantaskim staff and all consumers at Bandung immigration office class 1.

3.3.2 Sample

The method of purposive sampling for Lantaskim staff and randomly sampling for consumers was used. According to this method, which belongs to the category of non-probability sampling techniques, sample members are selected on the basis of their knowledge, relationships and expertise regarding a research subject (Freedman et al., 2007).

In this study sample for immigration official at Lantaskim staff was 10 staff. And the customer was 10 people.

3.4 Data Analysis Techniques

Data analysis techniques is a qualitative analysis process based variable on the research. According to Milles and Huberman an analysis of qualitative data there are 3 stages.

The stages are as follow:

1. Data Reduction

Data reduction will be done while collecting data. Data reduction is used for collecting the main data by distributing the questionnaire. In data reduction, the researcher summarizes and focuses on the important data of the respondents.

2. Data Presentation

After data reduction, according to Milles and Huberman, the researcher was used for the next step in this research. Data presentation is an activity when the information collected. With the result, the researcher gives the conclusion.

3. Conclusion

A conclusion is once of analyzing qualitative data technique. This is the result what the researcher gets of the observation and distributing questionnaire.