**Chapter III**

**Research Methodology**

Research Method is needed by researcher for searching the aims of research more effectively, efficiently and more accurate. 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 Grand Mercure Hotel, Bandung, Setiabudi.

**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 the research at Grand Mercure Hotel, Bandung, Setiabudi the writer used this type of survey research. Survey research is a study that takes samples from one population and uses a questionnaire as a primary data collection. Qualitative research can be viewed also as a participatory study the research design has a flexible or permissible nature to change in order to adapt from the plan it has made, with symptoms present in the actual research site. Because the writers does not know about the respondent and what will be asked to them, they are allowed to make changes.

(Singarimbun : 2008).

 “The approach in this research is qualitative research. In the study qualitative, the form of research design may be varied because it corresponds to the natural form of qualitative research itself that has emergent characteristics where phenomena appear in accordance with the natural principle of phenomena as it is in accordance with that found by a researcher in the field research process”Qualitative research methods are way / effort more to know 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. And more data are many letters, words or pictures rather than numbers.

Special research or field research is intended to study intensively about the background of the situation, current position and the interaction of a given social units which is given as it is. Research subjects may be individuals, groups, institutions or communities. Case studies are an in-depth study of a particular social unit, whose results provide a broad and deep overview of a particular social unit.

The subjects studied alone were relatively limited, but the variables and the focus studied were very broadly dimensional. For example, a thorough and in-depth field study of the activities most widely carried out by social workers during their work in refugee camps.

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) Are flexible

c) Develop in accordance with the situation and conditions that exist in the field

**3.2 Techniques of the Collecting Data**

The choice of method is influenced by the data collection strategy, and the author will use the method 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.

* 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. The questionnire will distributed to 10 GSA staff and 10 guests in order to find out how well is the communication between them.
* Grammar test: 10 grammar question will be distributed to 10 GSA staff at Grand Mercure Hotel Bandung Setiabudi, the purposes of this grammar test is to find out the English Grammar skill of the GSA staff at Grand Mercure Bandung Setiabudi.

**3.3 The 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 the 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 discover strong evidence to support the next collecting data. However, if the conclusion in the previous data can be evidenced by validity and consistency when 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:

1. The researcher collects the data through interview and questionnaire. Then, the researcher selects, identify, and focuses on the data by referring to formulation of the research problem.
2. After selecting the data, the researcher displays those data into good sentences.
3. After displaying data, the conclusion is drawn. Moreover, to get validity of data, the interview is supported by questionnaire. This questionnaire is analyzed by using descriptive statistics where frequency counts are tabulated and converted the precentages.

**3.4 Primary Data Source**

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

1. **Grammar Test**

A grammar test with 10 questions to identify the skill of the GSA staff at Grand Mercure Hotel Bandung Setiabudi. In which, will be distributed to each corresponding shift. Morning Shift, Middle shift, Afternoon shift and lastly to the Midnight shift.

1. **Questionnaire**

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 authors make a questionnaire to obtain accurate data through the question to the concerned Guest Service Agent. the authors provide some questions related to Research Questions and question the problems that exist in speaking skills. then the data to be in can be accurate if the questionnaire is perfectly answered from the Guest Service Agent concerned.