

## Chapter III

### Research Methodology

#### 3.1. Research Design

This research uses qualitative method which is not looking for cause and effect but rather seeks to understand the specific situation or symptoms. Situation or symptoms in this research are the English speaking skill of employees at *Saung Angklung Udjo*.

This research uses qualitative method through descriptive approach of analysis because the results are descriptive data in written or spoken words and behavior being observed as well as other matters. According to Sugiyono (2009: 13), the definition of qualitative is “*Metode penelitian kualitatif disebut sebagai metode interpretif karena data hasil penelitian lebih berkenaan dengan interpretasi terhadap data yang ditemukan di lapangan.*” (= Qualitative methods are referred to as interpretive methods because research data is more concerned with interpretation of data found in the field.)

While this research approach in the field uses phenomenological perspective (subjective experience) because it is study of subject someone’s consciousness. In this case, the writer has to understand and appreciate employees of activities at *Saung Angklung Udjo* when bring an event.

#### 3.2. Technique of Data Collection

There are many techniques in collecting the data. Those techniques are observation, interview, questionnaire and documentation. Sugiyono (2009: 309) stated that the fundamental methods relied on by qualitative researcher for gathering

information is participation in setting, direct observation, in-depth interviewing and document review.

In this research, the writer uses two methods as technique of data collection. The methods are library and field research. More details about the technique of data collection can be explained, as follows:

1. Library research

Library research is conducted by way of collect, write and learn references from the books, journals, newspapers or websites related. This method has a function to get the theoretically information in order that has strong base as result of scientist. The data that is collected in this method is secondary data.

2. Field research

Field research is conducted by way of come to the observation place directly. The purpose of field research is to get data from *Saung Angklung Udjo* managers, employees and foreign tourists. The data that collected in this method is primary.

There are two techniques of field research to get the data:

- a. Observation is technique of data collection by searching and collecting directly. Marshall in Sugiyono (2009: 310) said through observation, the researcher learning and meaning attached to those behaviors.

By observation, the writer will watch service that used and how English speaking skill of employees at *Saung Angklung Udjo* directly to get data.

b. One of the techniques of data collection where proceedings can done with interviewee directly or can also indirectly as a list questions to be answered on another occasion. Sugiyono (2009: 318) said that the definition of interview is a meeting of two persons to exchange information and idea through question, responses, resulting in communication also joint construction of meaning about particular topics.

So the writer will interview several *Saung Angklung Udjo* managers, employees and foreign tourists as key informant. From 117 employees, the writer took five employees as the subject of this research because only 10 employees who often spoke English.