

Chapter III

Research Method

3.1 Research Design

Research is a study or investigation, basically in order to discover new facts or information. This research design intends to identify and analyze about the title of this paper. This research design applied in order to make the research easy and successful. In this research, the writer used the descriptive method with a qualitative approach to reach the aims.

According to Sudjana (2012) stated that the purpose of this method is to make systematic factual, and accurate description of facts and nature of the certain object. The descriptive method is a kind of method that solves an actual problem by collecting the data, clarifying the data and analyzing. Data analysis is important in qualitative methods. Descriptive data is very necessary for this method, because a review is conducted orally.

Nazir (2005). Descriptive research that studied problems in society, and ordinances that apply in society and certain situations, including about relationships, activities, attitudes, views, and processes that are underway and the effects of at the phenomenon. Problems that are written descriptively, will refer to the ongoing problem situation. Solution to the problem will also be delivered descriptively. To describe all the problems that can be written with this method.

The type of the method that used in this research is qualitative method. Alwasilah (2002) said:

Hasil penelitian kualitatif bukan mencari generalisasi, tetapi mencari pemahaman suatu kasus dengan mengumpulkan dan melakukan analisa data.

(The qualitative result does not find generalization, but looking for comprehending toward a case by collecting and doing the data analysis).

Hasil penelitian berangkat dari mengetes teori, mengetes pertanyaan penelitian yang berakar pada teori itu, dan menggunakan instrument untuk mengukur variabel-variabel dalam teori. (The qualitative result comes from testing the theory, testing the research question which is rooted in the theory and using the instrument to measure variables in the theory).

In this study, the research was at *Sheraton Bandung Hotel and Towers* located at Jl. Ir. H. Juanda No. 390 Bandung. Sheraton Bandung is 5 star Hotel and offers fully equipped & luxurious accommodation. Sheraton Bandung is an international chain Hotel. Then, the use of English language has an important point that could be discovered and has some advantages for increasing tourist visiting. The writer used the qualitative method. It means after collecting, clarifying, and analyzing then interpreting the data to get the result. The data were analyzed based on the foreign tourist who stayed at Sheraton hotel regarding the bellboy's performances.

3.2 Procedures for Data Collection

The instrument is tools that are required to get information. Gay and Airasian (2000: 145) stated that an instrument is a tool that is used in collecting data. While Arikunto (2000: 134) revealed that instrument in collecting data is a tool that is used by researchers to help them in collecting data in order to make it more systematic and easy. A simple instrument can make it easier for readers to find out the discussion in this report.

Sugiyono (2008: 222) stated that in qualitative research, the instrument is the researcher themselves. Hence, the researcher should be validated by themselves about their ability in conducting research. Data is information that has been collected by conducting research. To get the reliable data, the researcher has to do some techniques for collecting those data. Data collecting technique is an important step in research, because the aim of the research is to get the data. Collecting data can be done in any settings, any sources, and any ways. There are five data collecting technique. Those are observation, interview, questionnaire, documentation and triangulation.

In qualitative research, collecting the data mostly is done in participant observation, depth interview and documentation. Sugiyono (2008: 225) stated that the fundamental method relied on by qualitative researchers for gathering information is participation in the setting, direct observation, in-depth interviewing, and documentation review. In this research, the writer used interview supported by observation.

1. Observation

Observation is an examination of the research object using sensory organs, especially the eyes and make a note of that observation. In descriptive studies, direct observation is useful for gathering data and information. With Observation, it is expected to obtain data completely natural from the various activities of research subjects. The observation was conducted on the bellboy's performances such as the activity in Corcierge section of the hotel, how to handle guest's luggage, how to serve guest group that would come,, how to handle the car vallet when many bellboys were busy, how to work fast when the guest check in or check out and how to prepare some events. The observation was also conducted on the response of the hotel guest toward the bellboy's performances. The writer took some notes about all the observations.

2. Interview

Interview is activity that involves interviewer and interviewee where the interviewer will give some questions to be answered by interviewee. This is done freely and openly by using the interview guidelines. Interviews were conducted through questioning the parties expected to know the ins and outs of the object of the research and can assist the writer in completing the required data. In this case, the Human Resources Manager and the foreign guest were asked some questions. The questions are:

- 1. Apa saja syarat-syarat dan keterampilan khusus untuk bisa menjadi seorang Bellboy di hotel ini?*

2. *Bagaimana Standar Operational untuk kinerja Bellboy di hotel Sheraton bisa berhasil memuaskan tamu, terutama tamu-tamu asing?*

And then the writer asked some questions about the bellboy's performances to 10 foreign guests who stayed at Sheraton Hotel. The answers were collected by taking notes.

Here are some questions for foreign guests who stayed at Sheraton Hotel:

1. *What do you think about Sheraton Bandung Hotel & Towers?*
2. *What do you think about the Bellboy team in this Hotel?*
3. *What do you think about the appearance of the Bellboy team in this Hotel?*
4. *Do you ever have a problem for the Bellboy hotel services in this hotel?*
5. *Do you have a communication problem to communicate with the Bellboy in this hotel?*
6. *According to you, are the Bellboy skills in this hotel have comply the standards for 5 star hotel performance?*

3.3 Technique of Data Analysis

Data were collected through observation and interview. Afterwards, the information was collected and analyzed. The results of the interview were compared with the answer from the Human Resources Manager. Observation and interview were transcribed, explained and analyzed.

- Observation

The instruments used by the writer were note and book. Interaction occurs during interview with Human Resources Manager and 10 foreigner guests. The writer took some notes for documentation.

- Interview

The instruments that were used by the writer were the questions list and hand phone. The conversation was copied on a paper and was used as a basis for illustrating the bellboy's performances.

- Research Documentation

The documentation of the research was collected by taking a picture of the Human Resources Manager and the 10 foreign guests.