

Chapter III Research Methodology

3.1. Design of the Research

In this part of the paper, the author will present some steps regarding the following problems including collecting sample and data. 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.

3.2. Method of the Research

On this research, the writer uses qualitative method to collect data. This research method aims to identify and analyze this study and it applied for make this research easier and successful. Qualitative data were obtained through the interview with the ticketing staff , the coordinator, and observation during the serving process.

Shank (2002: 5) defines qualitative research as “a form of systematic empirical inquiry into meaning”. By systematic he means “planned, ordered and public”, following rules agreed upon by members of the qualitative research community. By empirical, he means that this type of inquiry is grounded in the world of experience. Inquiry into meaning says researchers try to understand how others make sense of their experience. Denzin and Lincoln (2000: 3) claim that qualitative research involves an interpretive and naturalistic approach: “This means that qualitative researchers study things in their natural settings, attempting to

make sense of, or to interpret, phenomena in terms of the meanings people bring to them”

3.3. The Procedures of Collecting Data

Data collection is a process of collecting information from all the relevant sources to find answers to the research problem, test the hypothesis and evaluate the outcomes. “The data collection instrument is a tool that is selected and used by researchers in collecting data so that the activity becomes systematic and facilitated by it.” (Arikunto, 2010: 265). While Hadjar (1996: 160) argues that the instrument is a measuring instrument used to obtain quantitative information about the variation of variable characteristics objectively. Meanwhile, Suryabrata (2008: 52) states that the research instrument is a tool used to record — generally quantitatively — the conditions and activities of psychological attributes.

To conduct the research, the author will use two methods in order to collect the data. Those two methods are; observation which have been conducted for 30 days while the author working at Saung Angklung Udjo, and the second method is by interviewing the ticketing staff at Saung Angklung Udjo.

3.3.1 Observation

Observation is a systematic data collection approach. Researchers use all of their senses to examine people in natural settings or naturally

occurring situations. The kind of observation used by the author is Participant observation, participant observation is the process enabling researchers to learn about the activities of the people under study in the natural setting through observing and participating in those activities. The author will directly involve in the ticketing staff's activities in serving the foreign guests in order to collect the data by filling the checklist table below;

Checklist Form

Speaker's Purpose

Very Clear	Fairly Clear	Unclear

Volume

Too loud	Just right	Not loud enough

Speed

Too fast	Just right	Too slow

Eye contact

Maintain	Avoid	

Feedback

Always	Sometimes	Never

Body Language

Appears Nervous	Appears Relaxed	

Content

Totally Relevant	Sometimes Irrelevant	Totally Irrelevant

Source: Gabutt and O'Sullivan (1991 : 146)

3.3.2 Interview

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. Interview use to find out several thing related to the problem such as : is there any difficulties whan pronounce certain words or sentence, and is there any problem related to the confidence everytime the writer talk to the foreign guest. This method will applied directly to the Ticketing staff and the manager.

3.4. Technique 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 ticketing staffs to find out their difficulties on facing foreign tourist in speaking English.
3. Interviewing the foreign guest in order to find out how satisfied they are by the service.