

Chapter III

Research Methodology

In this chapter, the writer discusses about research methodology that applied in this study. It is an overview of research design, procedure of data collection and technique of analysis data.

3.1 Research Design

Research design is the critical process that transform an idea, interest, or question from “just a thought” into a meaningful and purposeful investigation of social or physical processes. The central emphasis of research design is the process itself. For this reason, research design does not refer to the end product, the results, a new grand theory or a specific methodology.

Research design are types of inquiry within qualitative, quantitative, and mixed methods approaches that provide specific direction for procedures in a research design. Others have called them *strategies of inquiry* (Denzin & Lincoln, 2011).

According to McMillan and Schumacher (2001:9), a research design shows which individuals will be studied, as well as when, where and in which context. The design is either qualitative, quantitative or a combination of the two designs, referred to as triangulation. In this study quantitative and qualitative research designs were carried out independently.

Qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the

participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data (Creswell, 2014). Same as the writer did, that in this research there are procedures and data obtained will be formed as Creswell said that is inductively, from something general to something special.

According to Bogdan and Biklen (1982) state that qualitative research is descriptive which the data is collected in the form of words or pictures than numbers, as in this research the writer has an object in the form of word that are proposal letter and confirmation letter.

Based on statement above, the writer use qualitative approach because analyze how to English Language used on proposal letter and confirmation letter. The writer analyze every sentences on proposal letter and confirmation letter, then the writer make interpretation according to the result of analyze based on theory of Leech about phrase and Anthony Anamgba about formal and informal letter.

3.2 Procedure of Data Collection

In this research, the data were collected from proposal letter and confirmation letter on Sales Department at Grand Mercure Bandung Setiabudi Hotel. First, the writer come to Grand Mercure Bandung Setiabudi Hotel. Then, the writer request permission to conduct this research to HRD staff. After they allowed the writer to do this research, the writer come to sales office and explain what the writer research. After get a raw data (proposal letter and confirmation letter), then the writer read the sentences include to cover, content and closing. After that, the writer classified sentences which become the data or not data (on proposal letter and confirmation

letter there are sentences not become the data). The way to classified sentences, the writer underline every sentences that become the data.

3.3 Technique of Analysis Data

To get the answer of the two research questions, the writer tries to analyze about English Language used of proposal letter and confirmation letter. The writer has steps to analysis data:

- For the question number one the writer will analyze how is the used of English Language is that easy to understand or not because the consumers of Grand Mercure Bandung Setiabudi not only foreigner but also local consumers. Analyze phrases from its sentence the writer will be know contents of proposal letter and confirmation letter because hotel usually used some hotel language and all of the consumers does not understand about hotel language. The phrases analyze based on theory of Leech. In chapter four the writer make a table about phrases and put the sentences include to the phrases. There are five types of phrases that the writer analyze; Noun Phrase, Verb Phrase, Adjective Phrase, Adverb Phrase and Prepositional Phrase. The reference to analyze phrases taken from book *Understanding English Syntax* by Eva Tuckita Sari Sujatna.
- For the question number two that is analyze about English Language style used (formal or informal). To clarify English Language style used the writer make a table and then put the sentences on the table. The writer analyze English Language style, formal or informal language based on theory of

Anthony Anangba about formal or informal letter. The writer select the sentences and also make explanation why that sentences include to the formal or informal language.