

Chapter III

Research Method

3.1 Research Method

The writer used a qualitative method in this research. Qualitative method is the way to process the data by describing it. According to Moloeng (2011:6),

“penelitian kualitatif adalah penelitian yang bermaksud untuk memahami fenomena tentang apa yang dialami oleh subjek penelitian, misalnya perilaku, persepsi, motivasi, tindakan, dan lain-lain, secara holistik dan dengan cara deskripsi dalam bentuk kata-kata dan bahasa, pada suatu konteks khusus yang alamiah dan dengan memanfaatkan berbagai metode alamiah. Qualitative research is a study that intends to understand the phenomenon of what subject experience, such as behavior, perceptions, motivations, actions, etc., holistically and by description in the form of words and language, in a specific context of nature and by utilizing various natural methods.

The writer chose the qualitative method to make this research getting more explanation and information about the English communication skills of local tour guides at Pakar Holiday Tour and Travel Agency. The writer used a qualitative method by observing, interviewing, and took a photo as a documentation. After the data were collected the writer described the information to make a conclusion.

3.2 Research Design

In research design, the writer used three steps for collecting the data. The first one is preparation. In this step, the writer made the title of the research paper, looked for references at library, and waited for the acceptance by the advisor. The second is implementation. In this step, because of the writer used a qualitative method, the writer observed the local guides directly to the tourist attraction, while the guide served the tourist. The writer also went to the office of Pakar Holiday Tour and Travel Agency at Antapani. The writer gave some questions to the local guides and the administration staff. The writes also recorded the interview with the local guides. The last one is reportation, the writer reported the data based on the observation and interview which has been collected in this research paper.

3.3 Procedures of Data Collection

The writer used an observation, interview, and documentation to explain the data collection on this paper. The writer visited Pakar Holiday Tour and Travel Agency at Antapani, Bandung, observed the tour guides in handling tourists, and interviewed the tour guides. The following techniques were used to obtain the data as follows:

1. Observation

Observation is the way to get the data by observing the object. According to Utama (2012: 52), "*observasi adalah cara pengumpulan data yang dilakukan dengan cara mengamati dan mencatat secara sistematis gejala-gejala yang diselidiki.*"

Observation is a way of collecting data that has been done by systematically

observing and recording the symptoms under investigation. The writer used the observation method to get clearer data because the writer come and watch directly to the location. The observation has been done in two trips with Tour Guide 1 and Tour Guide 2.

2. Interview

Interview is a process by giving a question and answer these questions by the interviewees. According to Utama (2012: 64), “*wawancara adalah proses tanya-jawab dalam penelitian yang berlangsung secara lisan*”. Interview is a question and answer process in research that takes place verbally. The writer uses this method to ask directly to the tour guides about their English skills, by using this method the writer hopes would have a clear answer. The interview has been done at Pakar Holiday office in Antapani with two local tour guides, and one administration staff.

List of Questions for Interview

For Local Guides

1. *Sudah berapa lama bapak kerja di Pakar Holiday?*

When did you started working at Pakar Holiday?

2. *Selama bapak kerja sebagai guide di Pakar Holiday, apakah bapak pernah menerima dan melayani tamu asing?*

As long as you work as a guide at Pakar Holiday, have you ever received and served foreign tourists?

3. *Dari manakah mayoritas tamu asing yang menyewa paket tour dari Pakar Holiday?*

Where is the majority of foreign tourists who rent a tour packages from Pakar Holiday?

4. *Selain melayani tamu asing yang berkunjung ke Indonesia, apakah Pakar Holiday juga melayani turis domestik untuk berlibur ke luar negeri?*

Apart from serving foreign tourists who visited Indonesia, do Pakar Holiday also serve domestic tourists on vacation abroad?

5. *Selama mendampingi tamu asing, apakah ada kesulitan yang bapak hadapi?*

While accompanying foreign tourists, there are difficulties that you faced?

6. *Bagaimana cara bapak mengatasi kesulitan tersebut?*

How do you deal with these difficulties?

7. *Menurut bapak, seberapa penting penggunaan bahasa Inggris, terutama dalam dunia pariwisata?*

According to you, how important is the use of English, especially for tourism industry?

8. *Kemampuan bahasa Inggris seperti apa yang menurut bapak dirasa kurang dan ingin ditingkatkan lagi, apakah itu speaking, listening, writing, atau reading?*

What kind of English ability and want to improve, is it speaking, listening, reading, or writing?

9. *Menurut bapak, teknik belajar yang cocok untuk meningkatkan kemampuan bahasa Inggris bapak seperti apa, apakah melalui kursus, belajar sendiri, atau grup?*

According to you, what kind of learning techniques are suitable for improving the English language skills of the Mr/Mrs such as through courses, self-study, or group?

For Foreign Tourist

1. Is there any misunderstanding between you with the guide along the trip?
2. Do you feel satisfied with the service that guide has offered?

3. Documentation

Documentation is the information or data obtain by photos, recorders, papers, and other references. According to Hamidi (2004: 72), documentation is *“informasi yang berasal dari catatan penting baik dari lembaga atau organisasi maupun dari perorangan. Dokumentasi penelitian ini merupakan pengambilan gambar oleh peneliti untuk memperkuat hasil penelitian.”* An information derived from important records both from institutions or organizations and from individuals. The documentation of this research is retrieval pictures by researcher to strengthen the result of research.

3.4 Technique of Analysis Data

The writer finds out the answer by observed local tour guides. After the data were collected, both observation, and interview, the writer eliminated the unnecessary data. After that, the important data classified by the writer and compose a simple conclusion to make the readers and the author understand. To make us easier for understanding the next chapter, we could see on the table as follow;

Table 3.1
Instrument of the Communication Skills

Name	Verbal Communication Components	Score
Tour Guide 1	Voice Tone	3
	Voice Speed	2
	Voice Volume	3
	Language	2
	Vocabulary	2
	Grammar	2
Tour Guide 2	Voice Tone	2
	Voice Speed	2
	Voice Volume	2
	Language	2
	Vocabulary	2
	Grammar	2

Note: 1 (Poor), 2 (Fair), 3 (Good).