

Chapter III

Research Methodology

In this chapter, the writer discusses about the method that the writer used in this research. It involves design of the research, technique of collecting data, and technique of analyzing data. According to Sugiyono (2013:2), that: "*Metode penelitian merupakan cara ilmiah untuk mendapatkan data dengan tujuan dan kegunaan tertentu.*" The research method is basically a scientific way to get data specific the purpose and usefulness.

In this research methodology the writer provide several steps in the research process to find out the answers to the research questions they are: research design, places and time of the research, technique of collecting data, technique of analyzing data and respondent.

3.1 Research Design

This research, the writer used a qualitative descriptive method. This research method aims to identify and analyze the title of this paper. The design of this study was used to make research easy in getting conclusions and success.

According to Moleong (2005:6):

"Penelitian kualitatif adalah penelitian yang bermaksud untuk memahami fenomena tentang apa yang dialami oleh subjek penelitian misalnya perilaku, persepsi, motivasi, tindakan, dll secara holistic, 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 research that intends to understand the phenomenon of what is experienced by the subject of research such as behavior, perception, motivation, action, etc. holistically, and by way of description in the form of words and language, on a special natural context and by utilizing various natural methods.

Furthermore according to Saryono (2010:1):

“Penelitian kualitatif merupakan penelitian yang digunakan untuk menyelidiki, menemukan, menggambarkan, dan menjelaskan kualitas atau keistimewaan dari pengaruh social yang tidak dapat dijelaskan, diukur atau digambarkan melalui pendekatan kuantitatif.”

Qualitative research is research that is used to investigate, find, describe, and explain the quality or privilege of social influences that cannot be explained, measured or described through a quantitative approach.

From the two statements above, qualitative research can be concluded that to plan qualitative research must be based on data such as investigating to find out by giving questions during interviews and explaining after collecting experience data from personal experience based on facts and must be natural to support research. So that it can answer questions about quality research.

3.2 Place and Time of the Research

The writer takes data at the Grand Mercure Hotel Bandung. This hotel is located on Dr. Setiabudi Street No.269-275, Bandung. The writer chose this hotel because it had done work training at the place, so getting data would be very easy and the hotel has excellent guest services.

3.3 The Technique of Collecting Data

In the technique of collecting data, the writer uses qualitative methods in this study. There are two steps taken by the writer to collect data. First the writer visited the Grand Mercure Hotel and conducted an interview with the Guest Service Agent to complete the information as data. The second gives questions to foreign guests to find out the role of a Guest Service Agent in serving English speaking guests. After conducting interviews and questionnaire that can produce data, the writer collect these data and then the writer copy the data that has been analyzed into a paper.

- Interview: Interviews were conducted face to face. After that the writer gave several questions to the Guest Service Agent. The writer used several media such as mobile phone and some notes.
- Questionnaire: The writer has prepared several questions relating to English language used by the Guest Service Agent. The question is given to foreign guests in the hotel. The media used is a form.

3.4 The Technique of Analyzing Data

Data is analyzed through several steps. After all data has been collected, the writer first evaluates, clarifies, compared the results of interviews, questionnaires and observations with the theory and situation on the ground directly. The writer makes findings based on data that has been obtained.

- **Interview of Instrument**

The writer conducted an interview with GSA (Guest Service Agent) at the Grand Mercure Hotel Bandung. First of all, the writer meets with the Guest Service Agent then explains the intent and purpose, after making a deal. The interview was conducted both so that the information obtained was clear. The instrument used by the writer is a list of questions and mobile phones. In the interview process, the writer records the interview conversation with the Guest Service Agent then copies it to the paper.

The questions to Guest Service Agent are:

1. What is your name?
2. How long have you worked at the Grand Mercure Hotel as a Guest Service Agent?
3. What is your last education?
4. Is there special training for Guest Service Agents at the Grand Mercure Hotel?
5. How do you improve the quality of speaking English?
6. What obstacles are experienced when serving foreign guests?
7. How do you handle the complaint?

- **Questionnaire of Instrument**

The writer gave several questions in the form of a questionnaire to foreign guests at the Grand Mercure Hotel Bandung. First of all, the writer

asked permission from the Human Resources Department to provide a questionnaire through the Guest Service Agent. Because there are several procedures that must be follow and agreed upon. After being permitted by the Human Resources Department then the Guest Service Agent will provide the questionnaire to foreign guests.

The questions to guests are:

1. What is the Guest Service Agent response when you need help?
 - a. Excellent
 - b. Average
 - c. Low
 - d. Others
2. How Guest Service Agent explain hotel room clearly?
 - a. Excellent
 - b. Average
 - c. Low
 - d. Others
3. How the information provided by the Guest Service Agent help you the information needed?
 - a. Excellent
 - b. Average
 - c. Low
 - d. Others

4. How is the Guest Service Agent English language?
 - a. Excellent
 - b. Average
 - c. Low
 - d. Others

3.5 Respondent

1. GSA (Guest Service Agent)

The writer conducted interviews with 5 GSAs from 8 GSAs at the Grand Mercure Hotel Bandung to obtain data related to the topic under investigation.

2. Foreign Guests

The writer gave a questionnaire to 10 guests at the Grand Mercure Hotel Bandung to get data related to the topic under investigation.