

## **Chapter III**

### **Research Method**

#### **3.1 Method of the Research**

The research method is a method adopted in connection with research conducted in order to have systematic steps. The research method includes research procedures and techniques. The research method is an important step to solve research problems. According to Sugiyono (2014: 6), he states that: “The research method can be interpreted as a scientific way to get valid data with the aim to be found, developed, and proven, a certain knowledge so that it can be used to understand, solve, and anticipate problems”.

The writer used qualitative methods in this study. The qualitative method was chosen based on the data to be analyzed in the form of words. According to Moleong (2005: 11), qualitative research is based on natural phenomena which data are obtained from observations, interviews or document review. The writer looks for information about the efforts of *Saung Angklung Udjo* by interviewing employees in the Information and Marketing section, including foreign tourists who come to visit.

#### **3.2 Design of the Research**

In general, research design is the process of collecting information with the aim of improving, modifying or developing an investigation. Basically, research design is any process that produces a knowledge. The design of this study start from a qualitative problem and limits the problems that exist in the formulation of the

problem. According to Sugiyono (2014: 23), he states that “The research design must be specific, clear and detailed, determined firmly from the start, holding step by step”.

There are three steps that will be carried out in this research. The three steps are Observation, Interview, and Documentation. In the Observation step, the writer made a visit to *Saung Angklung Udjo* with the aim to find out the efforts who made in attracting foreign tourists. In making observation, the writer observe and record matters relating to research.

The next step writer conducted an interview by asking some questions that are structured and had been compiled by the writer to collect the data needed. Interviews conducted in this research aimed to the Information and Marketing section at *Saung Angklung Udjo*, including foreign tourists who watched the show. The final step is documentation. In the Documentation step, the writer collects the data needed then studied. The writer also take pictures, in order to strengthen research results.

### **3.3 Location of the Research**

#### **1. Subject**

The subjects used in this research were employees of *Saung Angklung Udjo* in the information and marketing section who understood, including foreign tourists who come to visit *Saung Angklung Udjo* to watch the show.

## **2. Object**

The objects in this research is *Saung Angklung Udjo* with the efforts made by *Saung Angklung Udjo* in attracting foreign tourists to visit *Saung Angklung Udjo*, including the reasons and opinions of tourist about *Saung Angklung Udjo* after watching the show.

### **3.4 Procedure of Data Collection**

Data collection procedure is the process of collecting some data needed by writer to complete the research results. According to Sugiyono (2013: 224), data collection techniques are the most strategic step in research, because the main purpose of research is to obtain data. Data collection is a technique used by the writer to obtain the data needed from sources. Data collection conducted by the writer is very necessary in an ongoing scientific research. Data collection techniques in this study are expected to provide accurate and more specific data, while the techniques used in this study are Observation, Interview, and Observation.

The writer used three kinds of procedures to collect the data that are, Observation, Interview, and Documentation. The data obtained will be analyzed into a conclusion. The Technique of collecting data in this research using qualitative data. The qualitative data consists of observation. The complete explanation as follows:

## **1. Observation**

Observation is a data collection technique where the writer makes observation, attention or supervision. Observation is carried out directly with systematic recording of the object to be studied. According Riduwan (2004: 104) Observation is a data collection technique, where the writer make direct observations to the object of research to look closely at the activities carried out.

Observations were made when visiting *Saung Angklung Udjo*. The purpose of this observation is to find out the efforts made by *Saung Angklung Udjo* in attracting foreign tourists to visit. The writer then makes a field note when making observation. In this study, the writer were directly involved in informant activities that occurred in the field.

## **2. Interview**

Interview is an activity carried out by the writer and requires between the writer and interviewees face to face, so that they can conduct question and answer directly by using the Interview guidelines. According to Moleong (2005: 186), interviewing is a conversation with a specific purpose. The conversation was conducted by two parties, namely the interviewer (who asked the question) and the speaker (who gave the answer to the question).

Interview conducted in this research were by asking some questions that were structured and had been compiled by the writer to collect the data needed. Interview conducted to strengthen and clarify the data to be

obtained. Interview in this research were aimed to employees of the Information and Marketing section at *Saung Angklung Udjo* including foreign tourists.

### **3. Documentation**

Documentation is the process of obtaining information for research purposes derived from data in the form of documents and is a source of data in the form of written language, photographs or electronic documents. Documentation is one of the ways that can be done in qualitative research to get a picture of the subject's perspective through written media and other documents were made directly by the parties concerned. According to Paul Otlet (2007), Documentation is an activity in collecting, processing, storing, recovering, and distributing documents.

Documentation is needed to complete the result of data collection through observation and interview. The documentation carried out in this research is the collection of data needed by the writer. The data needed is in the form organizational structure, show schedule, and other data. As for other document that come from important records both from institution or agencie as well as from individual.

### **3.5 Technique of Analysing Data**

Data Analysis Techniques are carried out for processing data into information, the data will be easy to understand and useful for answering problems related to research activities. The data analysis technique used in this study is

Interactive Analysis. There are 4 components of analysis, that is, Data Collection, Data Reduction, Data Presentation, and Drawing Conclusions. This process continues throughout the research, even before the data is actually collected. According to Moleong (2004: 280-281), data analysis is the process of organizing and sorting data into patterns, categories, and basic description units so that themes can be found and the working hypothesis formulated as suggested by the data ".

The steps of data analysis according to Miles and Huberman (1992: 15-19) are as follows:

1. Data collection, which is collecting data at the location of the study by conducting observations, interviews, and documentation by determining the data collection strategy that is deemed appropriate and to determine the focus and depth of data in the next data collection process.
2. Data reduction, namely as a process of selection, focusing, abstracting, the transformation of course data in the field directly, and forwarded at the time of data collection, thus data reduction began since writer focused the research area.
3. Presentation of data, namely a series of information organizations that allow research to be carried out. Presentation of data is obtained by various types, networks, activities or tables.
4. Drawing conclusions, namely in data collection, writer must understand and be responsive to something that is directly examined in the field by arranging patterns of direction and cause and effect.