

CHAPTER III

Research Methodology

In this chapter, the researcher describe about research methodology that apply in this study to collecting sample and data. The researcher will explain about design of the research, technique of collecting the data, procedure of data collection and technique of analysis data.

3.1 Research Design

In conducting the research, it is necessary to have a plan regarding what the researcher will do to complete the research. Planning before do the research aims to succeed the research to be conducted. Therefore it is mandatory for a researcher to do a plan before doing the research.

The researcher has also thought carefully about what steps will be taken. Starting from determining the title of the research based on personal desires, making research background, searching for expert theories, choosing methods for data processing, until data processing, and reporting of research results. To have research data, the researcher will conduct field observations and interviews the waiter or waitress directly at Grand Mercure Bandung Setiabudi.

The researcher also uses a descriptive method with a qualitative approach to explaining the results of the research. The use of descriptive methods with a qualitative approach makes it easy for the researcher to process the data obtained become more leverage.

3.2 Research Method

In this research, the researcher used qualitative method to collect data. This research method aims to identify and analyze this study and it applied for make this research successful. Qualitative data obtained through observation and interview with the waiter or waitress in the Grand Mercure Bandung Setiabudi.

According to Bungin (2007:3) qualitative is the research procedure which accumulate the descriptive data that are written language from the people and their behavior. While Bogdan and Biklen (1982) said qualitative research is descriptive which the data is collected in the form of words or pictures than numbers. This means, the data generated from the use of qualitative methods can be described through words, pictures or numbers.

Based on the statement above the researcher choose the qualitative method because it can help for acquire the answer of the research problem that has a correlation with English speaking skills and qualitative approach is the proper method to use in this research.

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. According to Arikunto (2010:256) 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. While Hadjar (1996:160) said that the data collection

instrument is a measuring instrument used to obtain quantitative information about the variation of variable characteristics objectively. Therefore, data collection is a measuring tool used by researchers to collect the data and information so that the data obtained becomes relevant.

To collecting the data, the researcher will use two methods. Those methods are; by observation directly at Grand Mercure Bandung Setiabudi, and the second method is by interviewing the waiter or waitress at Hardy's restaurant in Grand Mercure Bandung Setiabudi.

3.3.1 Observation

Observation is a one of the data collection technique commonly used by researchers to examine people in natural settings or naturally occurring situations. The researcher learns about the activities of the people under study in the natural setting through observing and participating in those activities. According to Marshall in Sugiyono (2009:310) said through observation, the researcher learning and meaning attached to those behaviors. It means by observation the researcher will watch and learn directly the waiter or waitress activities in serving the guests in order to collect the data by filling the checklist form by Garbut and O'Sullivan and record voice used Orai AI Communication Coach Application. The researcher conduct the data for about 2 month when the researcher do Job Training at Grand Mercure Bandung Setiabudi..

3.3.1.1 Checklist Form by Garbut and O'Sullivan

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: Garbutt and O'Sullivan (1991:146)

3.3.1.2 Orai AI Communication Coach Application by Danish Damani

Danish Damani is a Co-founder and CEO of Orai AI Communication Coach, from 2016 to present. Orai itself is an application that can help to improve English speaking skills. Anyone can use the orai application, and how to use it is quite easy. First of all, we can open the application and then record our voice when speaking in English, no need to worry about how we speak too fast or too slow, no need to worry too much about the use of the word 'emm', 'err ', 'what is it 'and so on. Orai application can record our voices very clearly. After our voices are recorded, the result of our speaking skills will come out. Orai Application assesses our English language skills

through pace, filler words, conciseness, confidence, energy, clarity, where the assessment results use a percentage. Orai application allows practicing speaking repeatedly with instant feedback.

By using this Orai, the researcher will have considerable benefits. Assessment results from using this application will come out instantly with fairly accurate results because it is assessed in the form of a percentage. In addition to being made in the form of a percentage, the assessment was also made in the form of a transcript to make it easier for the researcher to provide conclusions at the end of the research.

3.3.2 Interview

Interview is a conversation carried out by the researchers and respondents who are face to face to get information orally by obtaining goals that can explain the research. According to Darmadi (2014:291) interview or in-depth interview is a process to collect the information for the purposes of the research with the methods of asking and answering. It means, interviews can help the researchers to get information about the research from the respondents. The researcher will interview related to the problem such as: what is the obstacle of the waiter or waitress when they have to use English in serving the guest. The researcher conducts an interview in order to answer the

second research questions on July 27th, 2020 at 4.30 PM at the Employees Dining Room (EDR).

3.4 Technique Analyzing Data

The method used in this research is descriptive method with a qualitative approach. According to Sugiyono (2009) descriptive method is a method used to describe or analyze a research result but is not used to make broader conclusions. While Kuncoro (2003) said descriptive research includes data collection activities to answer questions about the final status of the research subjects. The most common type of descriptive research includes evaluating certain individuals, organizations or circumstances. Based on the explanation above it can be concluded that descriptive method with a qualitative approach is a data collection activities to answer questions about the research which is the data obtained in the form of description or analysis of the research to get a clear conclusion from the object under study. The steps of analyzing data as follows:

1. Taking notes from the observation activity to fill the checklist form by Garbut & O'Sullivan, and record the waiter or waitress voice when speaking English used the Orai AI Communication Coach Application.
2. Taking notes when interviewing the waiter or waitress to answer the second research question.
3. Explain the observation and interview result to the descriptive writing.
4. Make the conclusions based on the researcher point of view.

3.5 Respondent

There are 4 respondents in this study and they are the waiter or waitress at Hardy's restaurant in Grand Mercure Bandung Setiabudi.

