### CHAPTER III

### Research Method

This chapter presents the methods used in this research. They consists of type of the research, research setting, subjects of the research, type of data, instruments and data collection techniques, technique of data analysis, and the research procedure. Each and all of them will be presented below.

**3.1 Research Design**

The research design is used to analyze and identify the subject of this study in order to make the writer easy and successful. The approaching method that is used by the writer is descriptive, where in this method the writer describe the situation of the phenomenon, not looking for or explaining the relationship, testing the hypothesis or making a prediction (Rakhmat1998:34).

Therefore to design the research, the writer provides all steps that related to the research. There are three steps in this research as follows:

1. **Planning**

Planning holds the most important part in conducting the research, this section can help the researcher to organized, prepared, and arranged until getting the ultimate result of the research. These are the several steps that the writer did. First, the proposal letter will be given to the head of human resources department.

Then, the writers asks the permission to conduct research in Sari Ater Hot Springs Resort. Furthermore the writer will provide the whole things that are needed and relating to this research.

1. **Implementing**

Implementing is the next step that must be done in order to do what has been done before. In this section, the writer does the entire process of the research. Doing the observation, interviewing, collecting the data, and analyzing until the writer gets the result of the research.

1. **Reporting**

Reporting is the last section of this research. The writer makes the report after doing the whole activities of research in specific. In this section, the writer begins with processing all the activities from beginning until the finishing. The report that writer means is a kind of the evaluation and conclusion of this research. Then writer gather all of it in paper.

**3.2 Subject of the Research**

* + 1. **Research Location**

The research location is the place where the research will be conducted to obtain data or information related to the problem or research focus. The place or area that will be used as a location in this study, would take place in one of the largest tourist destination in Subang Regency, Sari Ater Hot Spring Resort, which is located at Jalan Raya Ciater, Ciater, Kec. Ciater, Subang Regency, West Java•(0260)ِّ471700**.**

* + 1. **Time and Place of Research**

The time of this research was carried out by researchers after the implementation of the thesis proposal seminar with data collection time of approximately 3 months. It is possible that if the data obtained is deemed sufficient to be processed, it will be faster and if the data is not sufficient to be processed, the researcher will extend the time for further research.

* + 1. **Research sample/Study Object**

Qualitative research does not recognize the term population let alone sample. The population or sample in a qualitative approach is more accurately called the source of data in certain social situations (Djam'an Satori, 2009:2). Spradley (Sugiyono, 2011: 297) said that the social situation or social situation consists of three elements, namely: place, actors and activities that interact synergistically..

Sampling in empirical research is defined as the process of selecting or determining samples (examples). Conventionally, the concept of a sample (sample) refers to a part of the population. However, qualitative research does not intend to describe the characteristics of the population or draw generalizations of conclusions that apply to a population, but rather focuses on the representation of social phenomena. Data or information must be explored as widely as possible in accordance with the existing conditions. Only then, researchers are able to describe the phenomenon under study in its entirety (Burhan Bungin, 2012: 53). According to Sugiyono, in qualitative research the more frequently used sampling techniques are purposive sampling and snowball sampling. Purposive sampling is a sampling technique of data sources with certain considerations, for example, the person is considered to know best about what we expect. Snowball sampling is a sampling technique for data sources that are initially small in number, but gradually become large (Sugiyono, 2011: 300).

Meanwhile according Burhan Bungin (2012:53)**,** in the sampling procedure the most important thing is how to determine key informants or certain social situations that are full of information. Selecting samples, in this case key informants or social situations, is more appropriate to be done intentionally or purposefully, namely by purposive sampling**.** Purposive sampling which is also referred to as an assessment or expert sample is a type of non-probability sample. The main purpose of purposive sampling is to produce a sample that can logically be considered representative of the population. Purposive sampling also focuses on selected informants who are rich in cases for in-depth studies (Nana Syaodih, 2007: 101). So the data needed to know the role of English in promoting Sari Ater Hot Springs Resort as a Tourist Place in Subang Regency is data collected through interviews, observations and documentation studies. The data source is the subject from which the data was obtained.

In taking data, the researcher needs sources to get the available data. Data source is the subject of the research from where the data can be obtained. Data sources are the important thing in conducting research. Thus, data source is the substance where the researcher will get the information that is required. There are two sources that can be used to get the data. Those are:

1. Primary sources

Namely data that is directly collected by researchers from their first source. As for the primary data sources in this study were the manager and marketing staff of Sari Ater Hot Springs Resort.

1. Secondary sources

Secondary data sources, namely data directly collected by researchers as support from the first source. It can also be said that data is arranged in the form of documents (photo and video). In this study, observation and interviews are secondary data sources.

**3.3 Method of the Research**

As stated in problems of the research, the researcher uses qualitative research method with descriptive qualitative. Qualitative method was chosen because this research aims to provide case insight on the role of English language in order to promote Sari Ater Hot Springs Resort as a tourist destination. Thus, in this study, this research used descriptive qualitative method. Based on Sugiyono (2010) who states that qualitative research is descriptive. It means that collected data was in the form of words rather than number.

The aim of descriptive research is to describe “what exist” with respect to variable of conditions in a situation. In addition, Gay (2006) who said that qualitative research is the collection, analysis, and interpretation of comprehensive narrative and visual data in order to gain insights into a particular phenomenon

Furthermore, qualitative descriptive studies tend to draw from naturalistic inquiry, which purports a commitment to studying something in its natural state to the extent that is possible within the context of the research arena. Like other qualitative research approaches, qualitative descriptive studies generally are characterized by simultaneous data collection and analysis.

In summary, a qualitative descriptive approach needs to be the design of choice when a straight forward description of a phenomenon is desired. It is an approach that is very useful when researchers want to know, regarding events, who were involved, what was involved, and where did things take place. Although qualitative descriptive studies are different from the other qualitative research designs, qualitative descriptive studies may have some of the overtones of the other approaches. In other words, a qualitative descriptive study may have grounded theory overtones, because it used constant comparative analysis when examining the data.

Grounded theory is one of the data collection approach in qualitative research methods which is totally based on data rather than try to emerge theory from data. In a grounded theory approach, in which the researchers try to highlight and explores regarding to the topic of the research. (Khan, Qureshi, & Ahmad, 2010; Tepper, 2000) in an organization, qualitative data gathered through face-to face, focus group, telephonic etc. interviews.

Further, to refine the construct and to answer the research questions, the researchers have to get data and analyzed it on repeat properly unless new data stop emerging or the data saturation occurred. It is possible that grounded theory may bridge the gap between theory and practice.Grounded theory can be defined as a research strategy whose purpose is to generate theory from data. “Grounded” means that the theory will be generated on the basis of data; the theory will therefore be grounded in data. “Theory” means that the objective of collecting and analyzing the research data is to generate theory. The essential in grounded theory is that theory will be developed inductively from data.

While Charmaz (2014) added that grounded theory is focused on inductive strategies for data analysis. It starts with abstract concepts and to explain and understand data. The journey of theory development in grounded theory approach starts and ends with the data. In this research the writer analyze the data by collecting, identifying, classifying, to get more explanation and information about English language role in the information center of Sari Ater Hot Springs Resort. Therefore qualitative method is the method that uses non numeric data based on text analysis, picture analysis, or the interpretation of data findings. Ary (2010:424) states that qualitative inquirer deals with data that are in the form of words or pictures rather than numbers and statistics.

Data in the form of quotes from documents, field notes, and interviews or excerpts from videotapes, audiotapes, or electronic communications are used to present the findings of the study. Each study certainly has different objectives, including qualitative descriptive research. The purpose of this research is not only to explain thoroughly the problems that will be examined and observed, but also other purposes. The purpose of qualitative descriptive research will be a guideline for us when conducting a study.

Based on the explanation above, this study attempted to analyze the role of English language in promoting Sari Ater Hot Springs Resort by using descriptive qualitative approach.

**3.4 The Procedure of Collecting Data**

The data is the important tools in the research which are in the form of phenomenon in the field and number. From the data, the researcher will know the result of the research. Collecting the data must be relevant with the problem of research. The data in this research will be in the form of descriptive qualitative data and use qualitative data procedure for the data analysis. The type of data needed in the research is information related to the use of English in promoting Sari Ater as a tourist destination

The technique of collecting data in descriptive has some varieties of technique including interviews, observation, action research, focus meetings, analysis of diaries and other personal text.

The technique which use in this research to find the data through observation and interviews. It is mean that the researcher gathering data through some participant’s based on each of their field department then conducted an interview with them.

1. **Observation**

In this research, the writer used observations checklist to get the data at Sari Ater Hot Springs Resort. Observation checklist was a list of things that an observer going to use, it was a tool that gave a structure and frameworks to find out how are the role of English language are being uses in order to promote Sari Ater Hot Spring Resort as a tourist destination.

Furthermore, to get and collecting the data, researcher fulfilled the observation checklist while observing the staff especially for those who worked at sales and marketing department

1. **Interview**

Esterberg in Sugiyono (2009:318) said that the definition of interview is a meeting of two persons to exchange information and idea through question and responses, resulting in communication and joint construction of meaning about a particular topic.

In addition, interview was a way of collecting data by delivering some questions to the informants directly. The researcher used an interview for the staff. It was useful as an instrument to get main information about the topic of the research. In conducting interview, the writer used semi structured interview. Which this interview was called as in-depth interview where in applying was freer than structured interview.

1. **Documentation**

The documentation method is one of the data collection methods

qualitative research by viewing or analyzing documents that made by the subject themselves or by others by the subject. Documentation is one way that qualitative researchers can do to get a picture from the subject's point of view through a medium written and other documents written or made directly by the subject concerned.

Sugiyono (2008: 240) stated that documentation can be written and picture by someone that can be used to obtain information. In conducting documentation method the research can provide magazines, books, documents, etc. the function of documentation method is to make credible result of observation or interview.

**3.5 Instrument of the Data**

In qualitative research, which becomes the instrument or tool research is the researcher themselves (Sugiyono, 2014: 59). Hence, the researcher should be validated by themselves about their ability in conducting research. Meanwhile, Instrument is tools that are required to get information. Gay and Airasian (2000:

145) stated that instrument is a tool that is used in collecting data.

* 1. Observation

In research, observation refers to data gathering which involves the use not only visual sense but also all sense necessary to get valid and reliable data. Observation also refers to one of the techniques in gathering data (Latief, 2014:77) in this study, the data needed is data to support in answering research problems related to the data. The researcher observed on the significance of English language regarding its roles in promoting Sari Ater Hot Springs Resort, as a tourist destination.

**Table of 3.5 Observational Sheet of Sari Ater Hot Springs Resort**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No.** | **Observation Purposes** | **Observation Results and Category** | | |
|  |  | Yes | Rarely | No |
| 1. | Sari Ater uses English for their promotion media |  |  |  |
| 2. | Sari Ater uses English for their printed promotion media |  |  |  |
| 3. | Sari Ater uses English to promote its tourism on various social media |  |  |  |
| 4. | Sari Ater uses English for all of their facilities |  |  |  |
| 5. | Sari Ater consistently uses English for various tourism promotion purposes |  |  |  |

* 1. Interview

The researcher conducted an interview with Sari Ater Hot Springs Resort’s staff especially those who worked at sales and marketing department. The instrument that the researcher use in order to obtain the data are the question lists and voice recorder by using the face-to-face technique with respondents.

The question lists were aimed to strengthen and support on how English takes role in promoting Sari Ater Hot Springs Resort as a tourist destination. And another promoting criteria method that has been used there. The following questions which are given for the staff of Sales and Marketing at Sari Ater Hot Springs Resort are:

**Questions for the Sales and Marketing Department Staff at Sari Ater Hot Springs Resort**

1. How to use English in promoting Sari Ater Hot Springs Resort tourism?
2. How often is the Sari Ater Hot Springs Resort promote its tourism? How many times a month does Sari Ater Hot Springs conduct tourism promotions in English?
3. Does Sari Ater use English in brochures, guidebooks and other print media to promote Sari Ater?
4. How many English promotion media that have been used to promote Sari Ater Hot Springs resort in order to attract visitors?
5. For the promotion of English-language tourism that has been carried out by Sari Ater Hot Springs Ciater, are there any special criteria that become the standard for these methods so that they are feasible to use?
6. What are the obstacles faced by Sari Ater Hot Springs Ciater in promoting tourism using English?

**Questions for the foreigner guests that visit Sari Ater Hot Springs Resort**

1. How did you found out the information about Sari Ater Hot Springs Resort?
2. Did you had any difficulties when you are seeking out the information about Sari Ater Hot Springs Resort?
3. Does Sari Ater Hot Springs Resort provide you with some specific details of information on their promotion media?
4. In your opinion, does the information provided by Sari Ater Hot Springs Resort easy for you to understand? Especially for a foreign guests like you

c. Documentation

The data is documented by Sari Ater in order to get some pictures about the activities in the information center of Sari Ater Resort Subang. The writer uses mobile phone and a digital camera to get some pictures of any activites occurrence there. The researcher collects data from existing documents, so that the researcher can obtain notes related to the research such as: an overview of Sari Ater, organizational structure, every single picture taken from Sari Ater, brochures and so on.

**3.6 Techniques of Analyzing Data**

After collecting the data, the researcher tries to interpret the data by using descriptive qualitative method as the technique of data analysis. Interview guide is one of the main sources which become the data in order to answer the research question. The data is collected by observation, interview, and documentations. Documentation in this research is collected by how English holds its role in order to promote Sari Ater Hot Springs Resort as a tourist destination. It will be analyze descriptively since the research design is descriptive-qualitative. The researcher will have three steps to analyze those data.

* 1. After finishing the data from preliminary research and the field research, the researcher ordered the collected data. In ordering step, the researcher arranged the mass data in good order, thus the data analysis can be done easily.
  2. Then, the researcher transcribed the result of the Sales and Marketing staffs about the role of English language usage in Sari Ater Hot Springs Resort. Then synthesized the data whether from the human resources department or staffs and make index of the techniques and other related data.
  3. Then researcher describe the interview result of the Sales and Marketing staffs of Sari Ater Hot Springs Resort. The researcher analyze the documents, the documentation is the information result that obtained regarding the role of English language in promoting Sari Ater Hot Springs Resort as a tourist destination
  4. The next step is, the researcher gives meaning and interpret the data. When all of the data has been analyzed, the researcher started to describe the findings and all of the data will be presented descriptively. The description made by the researcher was based on the data collected. Then, the researcher analyzed the data in specific but brief and clear description.
  5. The last step is, the researcher makes a conclusion from the data that had been analyzed. The conclusion must be in descriptive to answer the research question.