CHAPTER III

RESEARCH METHODOLOGY

In this chapter the writer provide about an explanation of research design that use in the study. The design of this study that the writer use is a qualitative method. It is an overview of research design, technique of data collection and data analysis.

3.1 Research Design

The writer divides this research to become three steps, they are planning steps, implementing steps, and reporting steps.

1. Planning

In planning steps, there are some activities that the writer do. The first step is the writer arranging the title then proposing it to the English department. After that, the English department examine the writer's title then approving the selected title. After the title has been approved, the writer arrange a research proposal based on the title.

The next step, the writer presenting the proposal in a proposal seminar. The writer explained what she will do in the research. Then, the supervisor examine the proposal. Based on the supervisor advice, the writer then revise the proposal to become perfect proposal and then it approved by the supervisor.

After the proposal approved by the supervisor, the writer start to do the research. The writer search for the references of the research and ask for a permission letter to the English department to do the research. The writer then

do the pre-observation by visiting the HuseinSastranegara International Airport to see the condition of the airport and if there are any difficulties that will be faced when the writer do the research.

2. Implementing

There are some works to do in implementing the research. In this stage the writer try to collect the data that are needed like: speaking skills of the respondent staff and the way and techniques of the staff when approached foreign visitor. The data obtained by 3 data collection techniques; interviewing the tourist information center staff and the foreign visitors, observation, and then distribute questionnaires. The last step is analyzing the data.

First, the writer come to the place area of the research that Tourist Information Center at HuseinSastranegara International Airport in Bandung to meet with some of respondents. Arriving in the airport, the writer begins to search for some data that needed for the research. The writer interviewing the respondent staff first to see their speaking skills and if there are any special techniques they used to approach the respondent visitors. Then the writer interviewing the foreign visitors to see how is the staff speaking skills and how is the staff serve them when they come to the tourist information center.

The next step, the writer observe the staff when they are dealing with foreign visitors. Then, the writer tick the observation table that had been prepared before. After that the writer will distribute the questionnaire to see how is the hospitality and the capability of the tourist information center staff from the foreign visitor point of view.

3. Reporting

        The last step in arranging the research is reporting the result of the research. After the writer gathering and analyzing the data of the research, the writer then reporting the result of the research in form of academic writing and then submitted to the English department of Pasundan University.

3.2 Methodology of the Research

        In carrying out the research, the writer use descriptive-qualitative method. This method is used because this research has a purpose to describe the result in form of the descriptive techniques which explain the real condition of the tourist information center at HuseinSastranegara International Airport that describe above in the 3.1.

3.3 The Procedure of Collecting the Data

        The data that needed in this research are speaking skills of the staff, the way and techniques of the staff in giving informations to the foreign visitors, the problems that are faced by the staff and the point of view of the foreign visitors for the hospitality and the capability of the staff when dealing with them.

        The techniques of collecting the data for the research that involve in gathering the data they are observation, interview, and questionnaire.

3.3.1 Observation

The first technique the writer use to collect the data is by conducting the observation. According to Gorman and Clayton (2005: 40), observation is as those that involve the systematic recording of observable phenomena or behavior in a natural setting. The observation technique is employed to explore the tourist information center staff speaking skills, the ways and the techniques that are used to serve the foreign visitors, and kinds of facilities that belongs to the tourist information center.

On the speaking skills data, the aspects that will be analyzed are the pronunciation, intonation, diction and grammar usage by the tourist information center staff. The writer also analyze how informative the staff when explain some information to the foreign visitors. When the writer observe the staff, the writer give score for all of the aspects of speaking skills as mentioned below at the table 3.1. Following are the instruments that the writer arrange to explore the data.

No	Skills	Score			
		4	3	2	1
1	Pronunciation				
2	Intonation				
3	Diction				
4	Grammar				
5	Informative				

Total Score	

(Table 3.1 The Instrument for Respondent Speaking Skills)

Note: 1 = Bad

2 = Fair

3 = Good

4 = Excellent

The writer would like to observe the ways and techniques of the tourist information center staff when servicing the foreign visitors. The observation begins when the foreign visitors approaching the tourist information center booth. The observation involve the hospitality of the staff when they greet the foreign visitors, answering the foreign visitors questions around the information they needed, the last is how the staff ended the conversation.

To explore the data concerning the way or techniques of the staff in serving the foreign visitors to giving information for their enjoyment, the writer will implement the six aspects of Indonesian culture of hospitality, as mentioned above at chapter two previously, they are greetings, smile, politeness, patient, excuse me, and thank you. Each aspect will have a value which describe in table below

No	Aspects	Yes	No
1	Greetings		
2	Smile		

3	Politeness		
4	Patient		
5	Excuse me		
6	Thank you		

(Table 3.2 The Instrument for Respondent Hospitality)

The score for the hospitality:

6 – 5 = Good

4 – 3 = Fair

≤ 3 = Bad

Note: If the staff do six to five aspects on the table when servicing the foreign visitors, the value for their hospitality is good. If the staff do four to three aspects, the value is fair. If less than three the value is bad.

When the writer feels that the collected data is not enough, the writer then will complete exploring the data with interviewing the respondent.

3.3.2 Interview

According to Seidman (2013: 7), interview is when two or more people chatting to one another. It is "…a basic mode of inquiry" with "…an interest in other individuals stories because they are of worth". According to Nunkoosing (2005: 699), interviews deal with thinking and talk that are later transformed into texts. The interview requires linguistic transactions and relationships between at least two persons. The interview invites and persuades individuals to think and to

talk that is, to discourse their needs, wants, expectations, experiences, and understandings at both the conscious and unconscious levels.

Interview will be employed when the writer feels the collected data from the observation technique is not enough. The writer conduct the interview to find if there is any problem that the tourist information center staff faced when dealing with foreign visitors.

Below are the instruments which the writer arrange to find the data about the difficulties or problems that the tourist information center staff may be faced

No. Respondent:

No	List of Question
1	Where is the foreign visitors mostly come from?
2	What kind of information that the foreign visitors mostly ask?
3	Are there any special steps or techniques to dealing with foreign visitors when they approaching to ask something to the tourist information center?
4	Are there any problems or difficulties faced by the tourist information center staff when the foreign visitors approaching to ask something to the tourist information center?
5	How to dealing with the foreign visitors if they have any problems or difficulties?

(Table 3.3 The Instrument for Respondent Interview)

The writer will interviewing the tourist information center staff about how they deal and what will they do when there is a foreign visitor come to the tourist information center, is there any special steps when that deal with a foreigner visitors.

3.3.3 Questionnaire

The third technique is by conducting a questionnaire. According to Gillham (2007: 2), questionnaire is one of a range of ways of getting information from people or answers to the research questions, usually by posing direct or indirect questions. Below are the instrument for questionnaire of the hospitality of the tourist information center staff.

Name:

No		Yes	No
1	Is the tourist information center staff greet you when you approach them?		
2	Is the tourist information center staff smile to you when they servicing you?		
3	Do you feel the politeness of the tourist information center staff when they servicing you?		
4	Is the tourist information center staff explained patiently when they give the information you need to you?		
5	Is the tourist information center staff say "excuse me" when they ask you something		

	dealing with the information you need?		
6	Is the tourist information center staff say "thank you" when you satisfied and want to leave from the tourist information center after asking them questions?		

(Table 3.4 The Instrument for The Hospitality of Tourist Information Center Staff from Foreign Visitor Point of View)

Questionnaire technique will be employed in this research to find the point of view of the foreign visitors for the hospitality and the capability of the staff in servicing them. This technique is also conducted to explore the data when the testimony given by the foreign visitors are not enough collected by the interview technique.

3.4 The Techniques of Analyzing the Data

After collecting all of the data, it must be analyzed accurately and objectively. The writer will separate and uses several steps to analyze the data as it stated according to the procedure of obtaining data, that are observation, interview, questionnaire.

1. Observation

There are two instruments in the observation, speaking skills table and hospitality of the tourist information center staff table. After the writer do the observation and fill the instruments out, the writer must add up the data. After that the writer will get the results number and the writer will recognize the capability of the speaking skills and the hospitality level of tourist information

center staff by using scoring system as explained in the table 3.1. Gained score by the respondents;

1 means bad

2 means fair

3 means good

4 means excellent

2. Interview

There are five questions to be asked to the tourist information center staff when the writer do the interview. After the writer interviewing the staff then read the interview result thoroughly, the writer will get the results of the difficulties and the problems that may be faced by tourist information center staff when they dealing with foreign visitors. Based on the results of the interview, the writer will try to find the solutions for the difficulties and the problems that faced by the staff.

3. Questionnaire

The writer distribute the questionnaire to foreign visitors that came to the tourist information center. After the foreign visitor fill the questionnaire out, the questionnaire are given back to the writer. After that, the writer analyze the data then describe the result in chapter IV.

3.5 The Respondents of the Study

There are two types of the respondent of this research. The primary respondent and the secondary respondent.Primary respondent is the main respondent that the writer examined. The tourist information center staff who are on duty when the writer carried out the research and the foreign visitors who arrive at the airport when the research is carried out are the two primary respondent of this research.

If the data obtained is not enough, the writer would like to find the secondary respondent that supposed to accomplish the data needed. The

secondary respondent will be the other staff at HuseinSastranegara International Airport from other department which on duty near the tourist information center when the research is carried out.