

Chapter III

Research Methodology

3.1 Research Design

In this part of the paper, the writer proposes some steps for the following questions, including collecting samples and data. The research method aims to identify and analyze the title of this article. The application of this research design is to make research easy and successful.

3.2 Method of the Research

On this research, the writer uses qualitative method to collect data. This research method aims to identify and analyze this research and is applied to make research easier and more successful.

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, document review. The writer looks for information about the efforts of Saung Anglung Udjo by foreign tourists who come to visit.

Shank (2002: 5) defines qualitative research as “a form of systematic empirical inquiry into meaning”. By systematic he means “planned, ordered and public”, following rules agreed upon by members of the qualitative research community. By empirical, he means that this type of inquiry is grounded in the world of experience. Inquiry into meaning says researchers try to understand how others make sense of their experience.

3.3 Procedures of Collecting Data

Data collection is the process of collecting information from all relevant sources to find answers to research questions, test hypotheses, and evaluate results. "A data collection tool is a tool that researchers choose and use when collecting data in order to make the activity systematized and promoted by it." (Arikunto, 2010: 265).

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.

Observation was made when visiting Ranca Upas. The purpose of this observation is to find out the efforts made by Ranca Upas 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 in which the author conducts face-to-face with the interviewees, who have direct access to the interview guide for question-and-answer sessions. According to Moleong (2005:186), an interview is a conversation with a specific purpose. A conversation is conducted by two parties, the interviewer (the person who asks the question) and the speaker (the person who answers the question).

The interviews conducted in this study were conducted by asking several questions constructed and compiled by the authors to collect the required data. Conduct interviews to consolidate and clarify the data to be collected. The interviews in this study were with information workers.

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.

3.4 Techniques of Analyzing Data

The kind of reseach is descriptive method by qualitative research. So the data has been transcribed. The observation and was conducted and had been collected as a data.

Here are the procedures in analyzing the data as follows :

- After the data was collected from the observations, the writer conducted questionnaire to find out if the visitor was satisfied and would make a return visit.
- Categorizing the data from the observation and questionnaire. Analyzing the observation and questionnaire data to get the result of it.
- Getting the finding analysis about the data as the effort of the research.