

CHAPTER III

Research Methodology

A research must have steps and methods used to answer problems and obtain conclusions in detail and systematically. Therefore, in this chapter, the researcher describes the research design, procedure of data collection, research instruments, and the technique of analyzing data.

3.1. Research Design

In research there are three types of approaches as methods for collecting data that are quantitative, qualitative and combined (quantitative and qualitative). For this research, the researcher used a qualitative approach method with a descriptive type. A qualitative approach was chosen as a research method because it is appropriate to the phenomena in this research. The researcher analyzed the English speaking skills of telephone operators at the Front Office Department of the Ibis Bandung Trans Studio Hotel, where the data was taken from observations of conversations and behavior when they carried out their duties as telephone operators who had to serve foreign hotel guests and were required to be able to speak English. This is in accordance with Bogdan and Taylor's statement (in Moleong, 2013: 4) stated that qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior.

The results of this data will be presented in as much detail as possible, therefore this research is a descriptive type of research. This type of research

utilizes qualitative data and the results are described descriptively. Qualitative descriptive research is usually used to analyze a phenomenon, event, or social situation. According to Sugiyono (2011: 21) revealed that descriptive type method is method used to describe or analyze a research result but is not used to make broader conclusions.

This type of research is a descriptive study using a qualitative approach. Based on Sugiyono's explanation (2018: 15) that the qualitative descriptive method is a research method based on the philosophy of postpositivism, which is commonly used to examine natural object conditions, where the researcher acts as a key instrument and describes a situation objectively or based on visible facts.

According to Moleong (2005: 4) said that the qualitative descriptive approach is a research approach where the data collected is in the form of words, pictures and not numbers. This data can be obtained from interviews, field notes, photos, video tapes, personal documentation, notes, or memos and other documentation.

This qualitative approach aims to obtain complete information about "Telephone Operator's Speaking Skill at the Front Office of Ibis Bandung Trans Studio Hotel." This type of qualitative research method contains a description (describing, explaining, or answering) in more detail the issues, topics or problems studied by studying more deeply the research subject including an individual, a population, conditions or events systematically and also accurate.

In qualitative research, humans are a research instrument, in which the results of writing the research are a factual statement that is in accordance with the actual situation that occurred and was experienced by the subject.

3.2. Procedure of Data Collection

Data collection is the most important aspect in research, the success or failure of a research is determined or seen from the data collection that the researcher used in research.

According to Mantja (2007: 52) revealed that qualitative research data was obtained from data sources using data collection techniques which can be grouped into two categories, that are interactive and non-interactive methods. Interactive data collection techniques consist of interviews and participant observation, while non-interactive data collection techniques include non-participating observation, analysis of the contents of documents and archives. Data sources for qualitative research are humans and their behavior, events, archives and documents. It means that this research is the result of real behavior obtained by the researcher from seeing, hearing, asking questions, and collecting objects. According to Nasution (1998: 9) a researcher in a study acts as a key instrument or main instrument in collecting data. Therefore, the researcher is a key instrument who directly meets face to face with the people involved in the research.

So, in this research the data collection technique is an interactive method. However, in this research the researcher only used two techniques that are observations and interviews in order to make it easier in analyzing the data that are observation and interviews. After the data is collected, the researcher classified or categorized it to reduce the data because it would be more effective if the data was only important data.

3.2.1. Observation

Patton (1990) (in Haryono, 2020: 19) emphasized that observation is an important research method for understanding and enriching knowledge about the phenomenon being studied. According to Hadi (2002: 136) the observation method is defined as observing, systematically recording the phenomena being investigated. Meanwhile, according to Fatoni (2011: 104) explained that observation is a data collection technique that is carried out through observation, accompanied by recording the condition or behavior of the target object.

So it can be concluded that based on the definitions above, the observation method is a way of collecting data through direct observation of research objects and situations in the field in order to enrich knowledge about the phenomenon being studied.

According to Safithry (2018: 50-54), there are 3 types of observations that are:

1. Participant observation means the observer is involved the subject's activities are observed. Here are some types participation in observation:
 - a. Passive participation: observing without getting involved in the activity.
 - b. Moderate participation: participating in only a few just activities.
 - c. Active participation: taking part in activities, but not completely complete.
 - d. Complete participation: fully involved in the resource person's activities.

2. Overt observation is where the observer states openly to the source that he will make observations.
3. Structured observations are observations carried out by observers when the focus of the observation is not clear.

Based on the explanation above, after understanding it by the researcher, the observations in this study used participant observation with a type of passive participation. In participant observation the researcher is involved with the activities of the person being observed, but in practice the researcher is not too involved in the activities of the informant being studied. Therefore, the researcher is a passive participant, where the researcher is present at the location of the activity being observed, but is not directly involved in the activity. The researcher is directly involved with the place where the research is conducted but only as an observer and is not active in the efforts being carried out by the subject.

In this research, the researcher carried out observation activities regarding how the English speaking skill of the telephone operators at IBTS Hotel when on duty handling foreign guests.

Therefore, observation will lead to the conditions that exist in the research object directly in the field and provide the advantage of knowing better the background of the problem. Observation is an accurate and specific way of collecting data and has the aim of finding information about all ongoing activities to be used as an object of study in research.

3.2.1.1. Observation Instrument

The researcher listened carefully and recorded the conversation between telephone operators and the foreign guest while the researcher filled in the observation sheet as an assessment tool referring to Brown's (2004) theory that is Oral Proficiency Scoring Categories which Hidayat (2019) modified. There are only 5 components, namely grammar, vocabulary, comprehension, fluency and pronunciation which are used as aspects that assess the telephone operator's speaking skill. In the pronunciation component, the researcher used additional tools to help in assessing the accuracy of the respondent's pronunciation. This assessment is carried out using the English Pronunciation app, which pronounce sounds in American English.

Observation was conducted by implementing this table which taken from Brown (2004) that modified by Hidayat (2019).

Table 3. 1 Observation Sheet Instrument

Category	Level	Criteria	Score
Grammar	I	Poor to very poor: Speaker can be understood by native speaker, even errors in grammar are frequently spoken.	
	II	Average to Poor: Speaker can handle elementary constructions quite accurately, but unconfident to control the grammar.	
	III	Good to average: Control of grammar is good. Speaker is able to speak the language with sufficient structural accuracy.	
	IV	Very good to good: Errors in grammar are quite rare. Speaker is able to use the language accurately.	
	V	Excellent: Equivalent to that of an educated native speaker	
Vocabulary	I	Poor to very poor: Speaker has inadequate speaking vocabulary to express anything but the most elementary needs.	

	II	Average to Poor: Speaker has sufficient speaking vocabulary to express things simply with some circumlocutions.	
	III	Good to average: Speaking vocabulary is broad enough that the rarely has to grope for a word.	
	IV	Very good to good: Speaker has a high degree of precision of vocabulary.	
	V	Excellent: Speech on all levels is fully accepted by educated native speakers in its entire feature including breadth of vocabulary and idioms, colloquialisms, and cultural references.	
Comprehension	I	Poor to very poor: Speaker can understand simple questions and statements if it delivers with slowed speech, repetition, or paraphrase.	
	II	Average to Poor: Speaker can get the gist of most conversation of easy topics (topics that require no specialized knowledge)	
	III	Good to average: Speaker's comprehension is quite complete at a normal rate of speech.	
	IV	Very good to good: Speaker can understand any conversation within the range of his experience.	
	V	Excellent: Equivalent to that of an educated native speaker.	
Fluency	I	Poor to very poor: Speech is halting, very slow, and fragmentary that conversation is probably impossible.	
	II	Average to Poor: Speech is frequently hesitant and jerky; some sentences may be left uncompleted.	
	III	Good to Average: Speech is occasionally hesitant. Speaker rarely has to grope for words.	
	IV	Very good to good: Speech is smooth and effortless, but perceptively non-native in speed and evenness.	
	V	Excellent: Speech on all professional and general topics as smooth and effortless as a native speaker's.	
Pronunciation	I	Poor to very poor: Errors in pronunciation are frequent but speaker can be understood by a native speaker.	
	II	Average to Poor: Accent of the speaker is intelligible though often quite faulty.	
	III	Good to average: Errors never appear with understanding. Accent may be obviously foreign.	
	IV	Very good to good: Errors in pronunciation are quite rare.	

	V	Excellent: Native pronunciation, with no trace of foreign accent.	
Total Score			

Scale of the Level

- I : 1 - 4**
II : 5 - 8
III : 9 - 12
IV : 13 - 16
V : 17 - 20

Table 3. 2 Conversation Table of the Total Score

Total Score	Level of telephone operators speaking
4-24	C
25-44	B
45-64	B+
65-84	A
85-100	A+

Table 3. 3 Description Table of Total Score

Level	Description
C	Unable to function in the spoken English language.
B	Can initiate and maintain predictable face-to-face conversation and satisfy limited social demands.
B+	Able to satisfy most work requirements with language usage that is often, but not always, acceptable and effective
A	Able to speak the language with sufficient structural accuracy and vocabulary to participate effectively in most formal and informal conversation on practical and social topic.
A+	Able to use the language fluently and accurately on all levels.

3.2.2. Interview

Interview is a data collection technique which in the process of activities involves conducting questions and answers with respondents in order to find out more deeply about the problem being studied directly on the research object. It is related to Sugiyono (2017: 194) stated that interview is used as a data

collection technique if the researcher wants to carry out a preliminary study to find the problem to be researched and if the researcher also wants to know things from the respondents in more depth and the number of respondents is small.

According to Arifin (2012: 233) data collection techniques that involve conversations or questions and answers is called interview. In data collection, interview techniques can be carried out either directly or indirectly with respondents to achieve certain goals. A direct interview is an interview conducted directly between the interviewer and the person being interviewed. Meanwhile, an indirect interview mean that the interviewer interviews the respondents through an intermediary, so the researcher does not meet the respondents directly. The purpose of this interview is to obtain information directly from the respondents, delve into a person's world of thoughts and feelings, create a "now and here" construction about the person, reconstruct past events and experiences, and project things that are expected to happen in the future as well as to influence certain situations or people.

According to Esterberg (in Sugiyono, 2018: 233) there are three types of interviews, including:

1. Structured interview

Structured interview is used as a data collection technique, if the researcher or data collector knows exactly what information will be obtained. Therefore, in conducting interview, data collectors have prepared research instruments in the form of written questions for which alternative

answers have also been prepared. With this structured interview, each respondent is asked the same questions and the data collector records them.

2. Semistructure interview

This type of interview is included in-depth interview category which is carried out more freely compared to structured interview. The aim of this type of interview is to find problems more openly, where the party being interviewed is asked for their opinions and ideas. When conducting interview, the researcher need to listen carefully and note down what the informant says.

3. Unstructured interview

Unstructured interview is free interview in which the researcher does not use an interview guide that has been arranged systematically and completely for data collection. The interview guide used is only an outline of the problems to be asked. Sugiyono (2018: 140).

In this research, the researcher used a semi-structured interview technique where the questions asked in this semi-structured interview had been prepared and arranged beforehand but could be changed according to what the respondents wanted. Therefore, semi-structured interview make it possible for the researcher to collect more accurate data and also make it easier to compare data.

Data collection in this interview technique was carried out indirectly using the WhatsApp application as an intermediary medium. The aim of this type of interview is to find problems in a more open and in-depth manner among the

respondents, that are the three Telephone Operators at Ibis Bandung Trans Studio Hotel who were asked for their opinions, ideas or experiences regarding problem point 3 in this research question.

3.2.2.1. Interview Instrument

The researcher interviewed three telephone operators at Front Office of Ibis Bandung Trans Studio using English to find out and answer the research question number 3. The research question number 3 in this research that is:

“What are the difficulties of the Telephone Operators at Front Office of Ibis Bandung Trans Studio Hotel in communicating using English language?”

The interview was consisting of questions list. This interview was conducted indirectly using the WhatsApp application as an intermediary medium. The questions that the researcher submitted to the Telephone Operators were as follows:

Table 3. 4 List of Questions

No	List of questions for interviews with the three telephone operators at Ibis Bandung Trans Studio
1	How long have you been being the telephone operator?
2	In your opinion how important is the use of English at work?
3	In your opinion, which one falls into the category of your English speaking skill when you communicate with the foreign guest? Mention and explain the reason! a. Poor b. Average c. Good d. Very Good e. Excellent

4	What are the obstacles of having conversation in English with the foreign guest?
5	Have you ever take an English class before?
6	What is your effort in improving your English speaking skill?

3.3. The Technique of Analyzing Data

This research is descriptive research because the results of data collection using observation and interview techniques are descriptive. The data obtained was analyzed qualitatively and described in descriptive form. Data analysis is a staged process in compiling the results of data collection that has been obtained, which in research data is obtained from observations and interviews. This statement is in accordance with Bogdan's explanation (in Sugiyono 2019: 319) that data analysis is a process of systematically searching and compiling data. The data is obtained from interviews, field notes during observations, and other reference materials, so that it can be easily understood and the results of the findings can be shared with others. Meanwhile, according to Patton (Moleong, 2001: 103) stated that data analysis is a process of arranging the sequence of data, organizing it into patterns, categories and basic descriptions.

Miles and Huberman (in Sugiyono, 2019: 321-329) stated that activities in qualitative data analysis are carried out interactively and continue continuously until completion, so that the data is saturated. The following are several activities in data analysis, including:

a. Data Collection

The main objective in every research is the activity of collecting data. In qualitative research in this study, data collection used in-depth observation and interview techniques.

b. Data Reduction

Data analysis requires data reduction which aims to simplify, classify and discard unnecessary data so that the data obtained is easy to understand and the information is more meaningful, for this reason it is necessary to record carefully and in detail. In this way, the reduced data will provide a clearer picture and make it easier for researchers to carry out subsequent data collection.

c. Data Display

After the data has been reduced, the next step is to enter the data display stage. Data display is a way of presenting data so that it is easy to understand and relate to other things in qualitative research. Display data can be described in the form of tables, short descriptions, graphs, relationships between categories, charts, etc., but usually in qualitative research narrative text is most often used for display data. In this case, the researcher must display the

data in text form. To provide clear information from the research results, it can be strengthened by including tables or pictures.

d. Conclusion Drawing/verification

The final stage in qualitative data analysis is drawing conclusions and verification. The things presented in qualitative research are new findings that have never existed before. Findings can be in the form of a description or picture of an object that was previously unclear or dark so that after research it finally becomes clear, it can be in the form of a causal or interactive relationship. Conclusions in qualitative research do not necessarily have to be able to answer the problem formulation that was formulated from the beginning of data collection, but perhaps not at all because as has been stated, problem identification and problem formulation in qualitative research are still temporary and can develop when conducting research in the field.