

CHAPTER III

Research Methodology

This chapter contains an explanation of the research process that the writer will take to guide the process of the research. There are research designs, respondents, the procedure of data collection, and the technique of analyzing the data.

3.1 Research Design

A research design is a strategy chosen by the researcher to ensure the efficiency of solving the research problem. In this study, the writer chose to use the qualitative method because the qualitative approach is suitable and effective to use in this research.

Ramdhan (2021:2) describe qualitative research can be interpreted as data that is present or expressed in the form of words, sentences, utterances, narratives and images. (*Data penelitian kualitatif dapat diartikan sebagai data-data yang hadir atau dinyatakan dalam bentuk kata, kalimat, ungapan, narasi, dan gambar*)

(Sidiq & Choiri, 2019:3) stated qualitative is a research which produces discoveries that are not can be achieved using statistical procedures or in a quantitative way. (*Penelitian kualitatif adalah penelitian yang menghasilkan penemuan-penemuan yang tidak dapat dicapai dengan menggunakan prosedur statistic atau dengan cara kuantitatif*)

The qualitative approach involves descriptive data which has an advantage to this paper as the writer is researching English writing skills in Sales & Marketing Employees. The qualitative method will be given in a form of writing test in hopes to collect data that will fulfill the research questions.

3.2 Procedures of Data Collection

There are various techniques to collect the data. The techniques that the writer chose are observing and doing writing tests. Each method has its own purposes for obtaining a specific type of data which will be explained below:

1. Observation

The observation is purposed to conduct the possibility of struggles and behavior of the Sales & Marketing employees in doing their daily work. The writer does the observation at The Royale Krakatau Hotel Cilegon.

2. Writing test

The writing test is necessary to do on an individual employee of Sales & Marketing as it will show the person's ability in English writing skills. The writer will give a task to the respondents to know how well their grammar is when writing in English.

3.2.1 Observation Instrument

The writer takes an instrument of observation directly in the hotel by taking an annual look and taking notes at the Sales & Marketing Departments in doing their daily work activities. The notes will be about what type of work that

usually incorporate English writing skills and how often the employees using it. The writer also observe previous emails of a few salesperson and the hotel's whatsApp to see if there's any grammar mistakes in it. This method leads the writer to observe what kind of work needs writing skills in English and to ensure the skills and ability to write in English in Sales and Marketing employees.

3.2.2 Writing Test Instrument

The writer will hold the task in the office of the Sales & Marketing Department, the Royale Krakatau Hotel Cilegon. The writing test will be given to the respondents at different times. The writer will provide an answer sheets for the respondents and give direct instruction. The instruction are: "Please write a minimum of 2 paragraph about your work scope"

The test will be about their daily work scope in the office. The respondents have to write a minimum of 2 paragraphs of the case. The writer then will analyze the grammatical error from six aspects: tense, pronoun, preposition, punctuation, spelling, and articles.

3.3 Respondents

The respondent is the subject for the writer to conduct the data. The respondents will be from the Sales & Marketing Departments. The list is:

1. Sales Manager

2. Marketing Communication Manager
3. Sales Executive
4. Sales Executive
5. Sales Administrator
6. E-Commerce

3.4 Technique Data Analysis

After the observation, interview, and writing test data have been collected, the writer will review, interpret, and analyze the data thoroughly with the theories that have been provided in this research to conduct the result. The writer then made a conclusion based on the data to make a final result about the skills of Sales & Marketing Employees in Writing in English when handling their job and what types of grammatical error that.