

## **CHAPTER III**

### **RESEARCH METHOD**

#### **3.1 Research Design**

This section presents the research design adopted to analyze the description text information system in BelitongGeopark.net in promoting Belitung tourism. The research method serves as the main approach used by researchers to achieve goals and find answers to the proposed problems, as highlighted by Rumidi (2012:111). The chosen research design aims to identify and analyze the effectiveness of the information system in promoting Belitung tourism. It provides a framework consisting of specific procedures for data collection, data analysis, and report writing, in line with Creswell's definition of research design (2014:5). By employing an appropriate research design, this study aims to facilitate a smooth and successful research process.

#### **3.2 Research Method**

In this study, the information system in BelitongGeopark.net is the primary object of analysis. The research methodology employed is qualitative research, which focuses on examining the language style and effectiveness of the information system in promoting Belitung tourism. According to Endraswara (2003:5) The qualitative research method is utilized to address the research problem outlined earlier, employing a descriptive research approach that emphasizes analysis. Sugiyono (2013:8) explains that qualitative research methods, based on the philosophy of post positivism, examine natural objects and

emphasize meaning rather than generalization. The data collection technique employed in this research involves triangulation, combining multiple sources of data, and the data analysis follows an inductive/qualitative approach. The chosen methodology is suitable for analyzing the information system in BelitongGeopark.net and addressing the research questions.

### **3.3 Procedure of Data Collection**

To efficiently collect the necessary data, the following steps were employed in this study:

- a. The researcher thoroughly reads, repeatedly and carefully, the information system in BelitongGeopark.net.
- b. The researcher notes the language styles present within the information system in BelitongGeopark.net.
- c. The Language Meaning in the information system are analyzed and grouped by the researcher.
- d. After the analysis and grouping of language meaning in the information system, the researcher proceeds to describe them in detail, delving into their connotative and denotative meanings.

### **3.4 Data Analysis**

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). Hadjar (1996: 160) believes that this tool is a measurement tool used to objectively obtain quantitative information about the changes in variable characteristics. At the same time, Suryabrata (2008: 52) pointed out that a research tool is a tool for recording—usually quantitative—conditions and activities of psychological attributes. Qualitative data analysis is an effort made by working with data, organizing data, sorting it into manageable units, synthesizing it, looking for and finding patterns, discovering what is important and what is learned, and deciding what to do. which can be shared with others. Referring to this opinion, the analysis and interpretation of data for this study is generally carried out throughout the study and is carried out continuously from beginning to end, any new data collected simultaneously will be analyzed in this study. Data analysis begins by examining all available data from various sources of interviews and documents.

