CHAPTER III

RESEARCH METHOD

In this part, the study discusses the procedure in conducting the research. It covers research design, research subject, research instrument, data collection, and data analysis.

3.1 Research Design

Research design is the first method in research before the research idea has been clearly defined (Toledo-pereyra, 2012). Particularly, the most important thing in research to collecting the data to solve research problem. The research design would have to be clear and accurate in the best possible way.

Research design is grouped into two, which are quantitative and qualitative research. Quantitative research consist of numeric and analysis the data (Yilmaz, 2013). Another type of research design is qualitative research. Qualitative research is analyse the information in as many forms, especially non-numeric. Moreover, a qualitative research views human thought and behavior in a social context (Rapley, 2011).

This research uses qualitative descriptive design because the data analysis does not use the statistical form like in quantitative research. In contrast, descriptive qualitative focuses on understanding social phenomena from the perspective of the human. The last reason was because this study aims to investigate registers used,
among the meaning and the reason of front office employees in The Balava hotel Malang.

3.2 Research Subject

Research subject is being a target because it is one of the important thing in research. The subject of this study are two senior employees of front office who have been working for more than two years. The subjects are recommended by the chief of front office.

The first subject is RK that has been working for four years while the second subject is FIS that has been working for three and a half years. They could give information about what are the registers used, the meanings and the reason of using registers in Balava Hotel Malang.

3.3 Data Collection

The primary purpose of the research instruments is to clarify the problems. Research instrument is a tool in collecting the data in a systematic way. In addition, the observation and interview are used in this study as an instrument. (Salvador, 2018).

1.3.1 Technique and Instrument

Generally, the technique used in qualitative research to collect the data are: observation, interview, survey and document analysis. Meanwhile, research instrument is a way to collect the data. Instrument is a tool for measuring, observing or documenting data (John W. Creswell, 2013). This study uses observation and interview
as the technique. For the instrument are used field note observation, recorder and interview guide.

First, observation is the technique for gathering data through direct contact with an object (Kawulich, 2014). The purpose of observation is to clarify data from participants interview. There are two kinds of observation which are participant and non-participant. This study used non-participant because the researcher did not involve in their activity (Polkinghorne, 2005). The observation of this study was conducted for three times start from March 13th up to 15th, 2019. Here, the instrument of observation is in the form of field note.

The second technique is interview. Interview is also used as a tool to collect the data (Alshenqeeti, 2014). The aim of interview to identify about register used, the meaning and the reason to use register of front office employees. The instruments of interview are recorder and interview guide. Previously, the questions were consist of four questions adopted from Widya (2019).

Based on the data collection, this study used structured interview because the question were planned and predetermined by interviewer in advance about the register are used, the meaning and the reason of front office using those register. This is also supported by (Ryan, Coughlan, & Cronin, 2014).

1.3.2 Procedure

The procedures of collecting the data must be systematic. The procedures of data collection are follows:
1. Asking permission to head of front office at The Balava hotel Malang
2. Observing the employees in The Balava hotel Malang for three times
3. Interviewing two employees of The Balava hotel Malang related to the register used
4. Recording the conversation during interview by using a recorder

3.4 Data Analysis

The next step after the procedures data is data analysis. Data analysis is used to analyze the data that have been found. Several types in analyzing the data are as follows:

1. Coding the register from the data that is found in observation
2. Classifying the register found in interview session with two employees of front office

<table>
<thead>
<tr>
<th>No</th>
<th>Register Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
</tr>
</tbody>
</table>

3. Describing the meaning of register in the table

<table>
<thead>
<tr>
<th>No</th>
<th>Register Used</th>
<th>Meaning of Register</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. Describing the reason of using those register
5. Validating the result of data with expert in Linguistics
6. Drawing conclusion based on the result