

CHAPTER 3

RESEARCH METHODOLOGY

This chapter presents the method of the research. It contains the research questions, research design, data collection procedures, and data analysis procedures.

3.1 Research Questions

This research is geared towards answering the following research questions:

1. What key concepts of tourism are provided on the websites?
2. How are the concepts presented in the websites?

3.2 Research Design

The present research employs textual analysis on tourism websites in Indonesia, namely Bandung and Pangandaran tourism websites. A mix of quantitative and qualitative method is employed in the research. As for quantitative method, Leximancer software is used to count and identify the key concepts of tourism provided in both websites. In addition, qualitative method is applied for identifying fulfilment of requirements of a successful tourism website (based on Briggs, 2001).

3.3 Data Collection

The data are in the form of websites which consists of words, phrases, sentences, also websites' designs and technical performance. Two websites, i.e. Bandung and Pangandaran tourism websites were chosen. They are purposively selected and directed to answer the research questions. The decision on the choice of the two websites was based on a survey, involving 100 respondents who provided answers to an online survey to determine two websites which fulfilled the criteria of text needed in this research. The criteria include websites which were in English, were listed from the most favourite tourism sites, were physically equal to be compared, and were searchable in Google search engine.

3.4 Data Analysis

This research uses conceptual analysis as a part of content analysis. Content analysis has been used to analyze the data because as Leximancer stated that content analysis is a research tool which can be used for determining the presence of words or concepts in collections of textual documents. Moreover, it breaks down the text into manageable categories and relations that can be quantified and analyzed.

The two websites were analyzed by means of Leximancer software and a checklist of tourism websites requirements proposed by Briggs (2001). First, all written information such as words, phrases, and sentences were analyzed using

Leximancer program. Leximancer categorized the key concepts into several categorized which represented the overall information provided in the websites.

The phases of processing in Leximancer include document selection, text preprocessing, automatic concept identification, concept editing, thesaurus learning, concept location, and mapping. The first phase is a phase where document is selected to be analyzed; it can be a file or folder. In text preprocessing phase, raw document is transformed into useful format, i.e. sentence and paragraph boundaries are set. The third phase is when important concepts are automatically identified from the text. In concept editing, users have the option of deleting automatically identified concepts that are not of interest, adding extra concepts, or merging concepts which refer to the same thing. The thesaurus learning phase spot such clusters of words that surround the main terms exposed in the previous two phases. Each block of text is tagged with the names of the concepts it contains once the concept definitions have been understood. Mapping phase constructs conceptual map that displays the relationship between variables. Every phase is adjustable based on the requirements for the research, but in this case, this research used the default setting of Leximancer.

After the above analysis was done, elements of the websites, i.e. written texts, website design, and technical performance of the websites were assessed using Briggs (2001) checklist of requirements of a successful tourism website. This analysis identified the fulfilment of the required elements of a website. A cross (X) sign used to indicate that the requirement was not provided in the website, and a check (√) was used when the requirement was met.

