

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter discussed overview of the design and the method of the study. It particularly describes research site and research participants (the students, the teachers and the stakeholders). Then the data collection process, data collection technique from data resources (document analysis, questionnaires, interview, and data analysis follow them. Validity issues concluded in this chapter.

3.2 Research Site

The researcher conducted the study at one of tourism institute in Bandung. There are some programs in this academy, but Tours and Travel Management is one of them. Since Tours and travel Business Management is one of the major in this program, the researcher chose this major for this study.

The major reasons for choosing this department of the research site areas follows: first, the researcher is the English lecturer in that faculty. This was expected to promote the feasibility of the study in gaining the data. Second, since the researcher has been involved in the English teaching in the research site, the result of this study will give valuable information on the students' real needs for the English material.

3.3 Research Participants

There were fifteen students of Travel and Business Management in their sixth semester who were chosen purposively for those who had accomplished their job training with consideration that those who accomplished it had already understood on some the industries needs. There was an ESP lecturer teaching at Tours and Travel study program who clarified the material needs of MBP students toward the Indonesian Culture Based Material. Regarding the needs, the researcher also interviewed a lecturer of Tour and Travel study program to spot some students' weaknesses in ESP as well as the expectation of the students' output. There were also two foreigners as the stakeholders to underpin whether the students could describe the Indonesian culture well and one business tour owner which could clarify the fact that the students could communicate well in English in defining the Indonesian culture.

Regarding the relevancy on the material development to the students' needs, the observation, interview, and the second questionnaire distribution were taken. The observation was taken from the Ekpose Interpretation Event, while the interview was done to the one of the event's evaluator, and the questionnaires were distributed to the 13 students of MBP in their third semester as the material implementation participant who had presented in the event. The total participants of this research were 36 participants. To protect their real identity the researcher disguises their names.

3.4 Research Design and Method

As it was indicated in the previous chapter, this study was addressed to investigate the needs of Indonesian based cultural material for Tourism Business Management students. In line with the aforementioned purposes, this study used a qualitative design by employing a case study. The study employed a qualitative research design from Maxwell (1996). In this study, the researcher investigated the Tourism Students needs toward the Indonesian culture based material to be given as speaking material. It specially employed case study design described by Fraenkel and Wallen (2007: 438) since it was about an intensive description and analysis of the students' perceptions towards the need of Indonesian culture based material to be given in English class. This study was about the person, such as students, teachers, stakeholders, a program, a specific policy, so on (Meriam, 1998). In this study, the analysis was aimed at providing the description of the students' needs related to the materials in learning, precisely, the finding would be able to develop the quality materials which meet the students' needs. Moreover, the case study which was applied in this study using a variety of lines of actions in its data gathering segments and can be meaningfully make up and contribute to the application of theory. Each of the data collection will be presented below.

3.5 The Data Collection Techniques

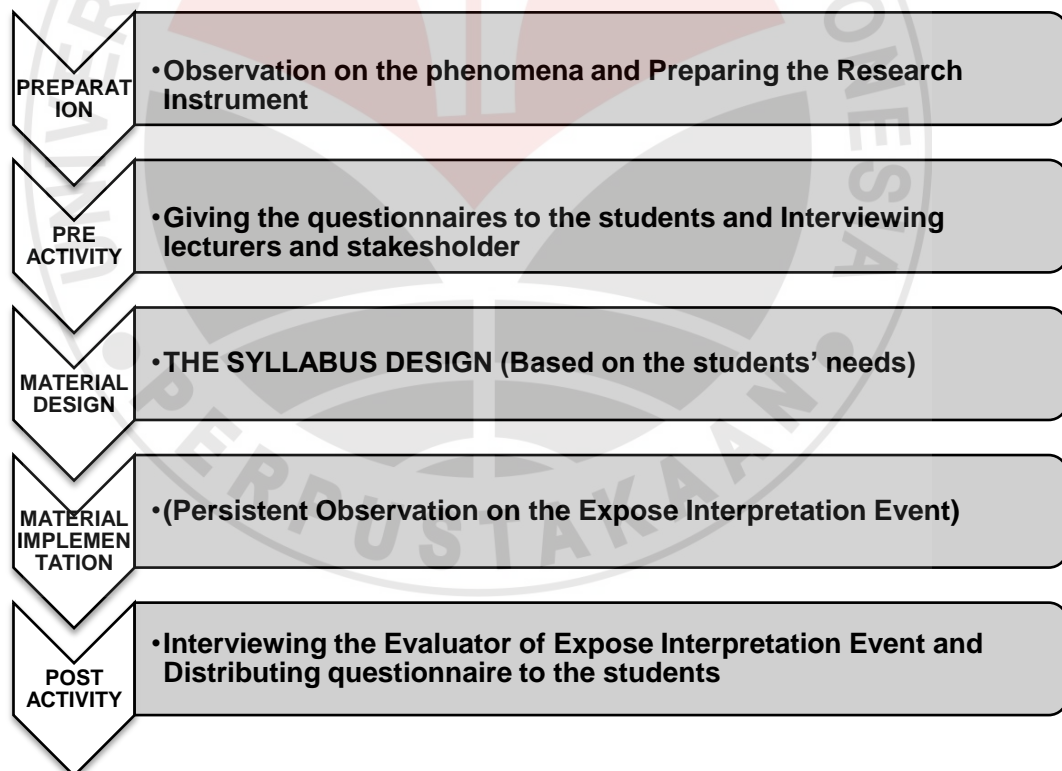
Before collecting the data, the researcher did some activities which aimed to the data observation, global discussion on the expecting output of the Tour and

Travel program with some lecturers and the students itself in while teaching in some classes.

As mentioned earlier, three data collection techniques were used in this study, including the document analysis, questionnaires, and interviews.

The implementation of the material was validated by another documentary data, interview form the evnt evaluator, and questionnaires for the students of MBP in the third semester.

The procedure of data collection was presented as follows:



The implemented material designed based on the investigated needs revealed at first. The materials covered the needs of the students toward Indonesian culture in preparing the Ekpose Interpretation event, November 2011.

3.5.1 Questionnaire

Questionnaires were distributed to the English students of Travel Business Management students. It consisted of 13 questions; it was the closed questionnaires, number one to number four investigated about the expectation of the students about their ability in communicating with the foreigners in terms of describing Indonesian culture. The next question up to number nine investigated the perception on whether the students need the material or not, while the rest of the questions tried to reveal the previous material about Indonesian culture in the classroom starting the first to the sixth semester. The researcher chose closed questionnaire because the answers are easy to analyze and categorize (Meriem and Simpson, 1989). The questionnaire was also to check the validity of respondents' answers as well as to triangulate the data given by each participant.

3.5.2 Interview

Interviews were used in this research as additional data collection technique to gain information from selected students' respondents and the lectures teaching subject as well as underpinning the expectation output from the stakeholders and the school. The framework in the interview for the students and the lectures covered the same topic with the questionnaires. The interviews were recorded and then transcribed. The interview was also used to triangulate the data given by the respondents. As Meriem (1998:72) suggested that in qualitative case study research, the main purpose of an interview is to obtain a special kind of

information, therefore the use of interview was to validate the data from other resources.

3.5.3 The Document Analysis

Document analysis played an important part of this research since it was believed that the use of document analysis was beneficial to provide valuable information about the materials provided in teaching and learning. It's also beneficial since the investigation of this study involved the school official curriculum to be analysed. As suggested by Merriem (1998) stated that documentary data are objective sources of data compared to other forms. Moreover, documentary data were particularly good sources for qualitative case study because they can ground an investigation in the context of the problem being investigated.

3.6 The Data Analysis

The goal of the data analysis was to discover the patterns, ideas, explanations and understanding. Therefore, the organization and the analysis of the data was sorted, coded, and formatted into a story or picture as what Cresswell (1993:153) suggested. In general it was coded by the data collection technique; document, questionnaires and interviews.

The process of the data analysis will be described as follows:

3.6.1 The Documentary Data

The *Kurikulum Berbasis Kompetensi (KBK) Program Diploma Pada Pendidikan Tinggi Pariwisata di Lingkungan Kementerian Kebudayaan dan Pariwisata (2010)* and *Co-ordinate and Operate Tour Competency Standard (teacher Focused and Student Centered Materials)* were analyzed by investigating the relevance of the learning syllabus and the description stated in the curriculum as well as the material given for the students in relation to the Indonesian cultural based material. *The data report from Ekspose & Interpretasi 2011* and document *Kerangka Acuan Kerja (KAK) dan Rancangan Anggaran Biaya (RAB) Jurusan Perjalanan (PJM) Program Study; MBP, MPP dan MBK 2011*, were investigated to reveal the congruity of the event result and evaluation and the material as well. The availability of language skill materials and its relevance to Tours and Travel study program were also investigated. This investigation aimed to underpin the finding in the other data resources.

3.6.2 The Questionnaires

In this study, the data from questionnaire were analyzed by developing the categories and themes that interpret the meaning of the data. When categories and their properties were reduced and refined, the analyses moved toward the development of theories to explain the data's meaning.

3.6.3 The Interviews

The recording data from the interview were analyzed and categorized into materials and teaching method expected by the stakeholders. The data from the interviews were also used to check the validity of the data taken from the questionnaire.

The next stage of interviews data analysis was interpretation, that the data from the interviews then were interpreted to address the research questions.

3.7 Closing Remarks

This chapter has discussed the method and design employed in the present study. The research site, participant, data collection techniques, and data analysis framework have been obviously described. The data presentation and data analysis are presented in the next chapter.