

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the research methodology in connection with the current study to determining the scope of the research question, stating the research question as clearly as possible, giving operational definitions to key terms and reviewing the relevant literature. Then, the discussion of this chapter includes: (a) subject and location of the research, (b) method and technique of data collection, (c) research design, (d) and data analysis.

Those points above are made to reach the aims of obtaining information related to the present study and of working under the right method of data collection and the sampling procedure.

3.1 Subject and Location of the Research

Every writer would like the answers generated by his/ her study to be relevant to the entire group of interest in answering the research questions. It is very important to determine the large group of interest which is called population. In other words, population is the entire group of individuals that we want information about. Populations are relatively large and therefore, selecting of representative of the population as a sample is needed (Furlong and Lovelace, 2000: 80). Thus, the sample is the part of the population that actually examines in order to gather information.

3.1.1 Population and Sample

A population can be defined as including all people or items with the characteristic one wishes to understand (Retrieved from Wikipedia, the free encyclopedia at [http://en.wikipedia.org/wiki/Sampling_\(statistics\),2009](http://en.wikipedia.org/wiki/Sampling_(statistics),2009)). Population is the large group of interest that is defined by the purposes of the research as the group being investigated (Furlong and Lovelace, 2000: 80) In other words, the population is the entire group of individuals that we need information. Because of rarely enough time or money to gather information from everyone or everything in a population, the goal becomes finding a representative sample of that population. The sample is part of the population that actually examines in order to gather information or data needed.

The writer determined the samples that have been considered to provide data in this study. The writer chose the purpose sampling to collect the data needed. According to Gay *et al.* (2006: 113), "Purposive sampling is the process of selecting a sample that is believed to be representative of a given population. In other words, the researcher selects the sample using his experience and knowledge of the group to be sampled." Based on the purpose sampling, the writer set up the categories of the sampling before selecting the sample. The samples are English lecturers who teach ESP at non-English Department at Tourism Marketing Management Program in Indonesia University of Education.

3.1.2 Research Location

This study was carried out in Indonesia University of Education at Jl. Setiabudhi No 229 Bandung. The reasons why this location was chosen are; first of all is the writer decided to conduct the research at this university based on the consideration of its feasibility to provide the data needed. The second is based on the aims of this study, the approach of ESP has been

implemented at the English classes at non-English Department in this university so that it enables the writer to find the data about how the English lecturers' perception on ESP course design in teaching English for students of Tourism Marketing Management Program at UPI.

3.2 Method and Technique of Data Collection

Identifying the plan to the overall design of the study is needed in order to be able to work under the right method of data collection. In general, this study represents descriptive method. For more details, how the research design was constructed can be drawn as follows.

3.2.1 Research Method

This study is directed at investigating how the lecturers' perception on ESP course design approaches at non-English department, Indonesia University of Education (UPI). The descriptive research determines and reports the way things are; it involves collecting numerical data to test hypotheses or answer questions about the current status of the subject of study (Gay *et al.* 2006: 11). In this research, the descriptive method is used to explain, analyze, and classify the teachers' perception on ESP course design at non-English Department.

The main goal of this type of research is to describe the data and characteristics about what is being studied. Descriptive research is the exploration of the existing certain phenomena. This type of research is also a grouping that includes many particular research methodologies and procedures, such as observations, surveys, self-reports, and tests. The four parameters of research help the writer to understand how descriptive research in general.

3.2.2 Technique of Data Collection

The data were collected by employing the following techniques:

3.2.2.1 Questionnaire

A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents (Retrieved from the <http://en.wikipedia.org/wiki/Questionnaire> , 2009). Questionnaires are also sharply limited by the fact that respondents must be able to read the questions and respond to them. Usually, a questionnaire consists of a number of questions that the respondent has to answer in a set format. The questionnaire consists of open-ended and closed-ended questions. An open-ended question asks the respondent to formulate his own answer, whereas a closed-ended question has the respondent pick an answer from a given number of options.

It is important to remember that a questionnaire should be viewed as a multi-stage process beginning with definition of the aspects to be examined and ending with interpretation of the results. Every step needs to be designed carefully because the final results are only as good as the weakest link in the questionnaire process.

The steps required to design and administer a questionnaire include:

- Defining the Objectives of the survey
- Determining the Sampling Group
- Writing the Questionnaire
- Administering the Questionnaire
- Interpretation of the Results

This document will concentrate on how to formulate objectives and write the questionnaire. Before these steps are examined in detail, it is good to consider what questionnaires are good at measuring and when it is appropriate to use questionnaires.

3.2.2.2 Interview

The interview seeks to describe the meanings of central themes in the life world of the subjects. Interview as a form of self-report data-gathering is used in qualitative research to gather answers to specific questions from small samples of individuals (Furlong and Lovelace 2000: 532). The main task in interviewing is to understand the meaning of what the interviewees say. Interviews are particularly useful for getting the story behind a participant's experiences.

The interview was conducted directly to the English lecturers. The interview is chosen in order to obtain representatives of the samples. The interview was conducted to gain a data about the lecturers' perception on ESP course design at Tourism Management program at UPI. The type of interview used in this study was structured interview since the writer has acknowledged what specific questions will be relevant to her investigation. The writer recorded the interview so that it would be easily transcribe later after the interview.

3.2.2.3 Document

In order to gain broader information from both questionnaire and interview, the writer also gathered additional information from documents including English syllabus and teaching materials which were described and analyzed to learn their relevance and appropriateness to the English for Specific Purposes program.

3.3 Research Design

This research was conducted based on the following steps:

- 3.3.1 The first thing the writer did was to find out the theories and concepts related to the research by reading some books, journals, and articles. Also, to get supporting information about the research topic, the writer used the internet.
- 3.3.2 The writer distributed questionnaire then described the data gained from the questionnaire.
- 3.3.3 The writer asked for the syllabus and the subject materials so that she could study those document carefully.
- 3.3.4 The writer conducted the interview with the lecturers to gain more information related to the research question.

3.4 Data Analysis

Qualitative data analysis or descriptive method was used in this study. In this research, the descriptive method is used to explain, analyze, and classify the teachers' perception on ESP course design at non-English Department. The data gained was analyzed through the following steps:

- 3.4.1 Rewriting respondents' answer into the data sheet;
- 3.4.2 Categorizing the answers into lecturers' perception on ESP course design;
- 3.4.3 Interpreting the categorized data.

The result of the interview and documents were analyzed by descriptive method. The first step in this analysis was reading the interview transcript and documents that are to be analyzed.

This analysis involved revision and expansion of whatever was noted during the data collection phase. To this extend, the writer attempted to summarize and explain all data critically and logically.

As the final result of this study, the data from questionnaire and documents were compared and matched. The final conclusion was based the data gained using descriptive method.

