

CHAPTER III

RESEARCH METHODOLOGY

The purpose of this research is to analyze English jargon used by front officers in the hotel. The writer analyzed what English jargons were used, and with whom the speakers used the jargon. The writer used a qualitative method for analyzing the research.

Qualitative method is a method of research including interpretation and observation in its approach (Malterud, 2011, p. 483). Creswell (1994, p. 145) also stated that the nature of qualitative research demands the observation of an object's behavior in the natural setting. Therefore, the researcher needed to go directly meeting the people or setting as a research object. In this research, the writer obtained the data by collecting interview and hotel documents so the writer used a qualitative method to do the research. After collecting the data, the writer interpreted the result of the interview and hotel documents which were collected before, to get a deep analysis of the phenomenon of English jargon words which were used by hotel front officers.

3.1. Method of Data Collection

3.1.1. Participants

The participants of this research were two Front Office managers. The writer chose the participants from two different hotels located in Semarang, subsequently two-star hotel and a five-

star hotel. In the interview, it involved two front office managers. Both of them were male staffs in different hotels. The first one was a front office manager from Sunrise Hotel. The second one was a front office Manager in Grand Candi Hotel.

Although the initial plan of data collection involved both interview and data of the hotel staffs conversations, the final data obtained were only data generated from the interview. The recording of the conversation was hampered by ethical issues. As a result, to compensate for the failure of the conversation data, data were collected from the hotel documents which contain jargons needed to provide sufficient data for analysis.

3.1.2. Instrument

To do the research, the writer needed instruments to collect data. The writer used interview transcripts. The interview was done by asking the interviewees some questions relating to the problem formulation of the research. The interview was about the knowledge of the interviewees about hotel jargon, what hotel jargons were used by them, when and how often the interviewees used hotel jargons. The interviewees were two hotel front officers having a position as front office manager.

The initial plan of having instruments of conversation recording transcripts other than interview transcripts was canceled.

As an alternative, hotel documents which contain jargons were also observed as data instrument. The documents were taken from Registration Cards and Reservations Forms, DSR, EA report, ED report, Guest in House Report, and HotCom were additional data instruments given by the front office managers interviewed.

3.1.3. Procedure

The writer conducted the research by doing the following steps listed in the procedure:

1. Collecting the data.

Collecting research data was the first step needed to be done before doing research analysis. Data collection started as the writer made an appointment with each interviewee. By then, the writer conducted the interview by asking the Front Office managers some questions about English jargons used in the hotel especially in Front Office division. Later, the interview result was transcribed.

Other instruments of documents in the form of Registration Cards and Reservations Forms, DSR, EA report, ED report, Guest in House Report, and HotCom were additional data instruments given by the front office managers interviewed.

2. Reading and organizing the data.

After finishing reading the interview transcript and documents, the writer organized the data according to the

speaker, for example, when the front officer communicated with the guest and when the front officers talked with the same hotel employees. The writer organized the data result according to its contextual conversation.

3. Displaying and organizing the data in the form of a table.

After organizing the data, the result of the data was presented in the form of tables. The data organized was summed up into a list of hotel jargons being used by Front Officers and their meaning, added with information such as with whom the jargons were used. The data (jargons) presented in the table were also categorized within their contextual use by giving a title for each context of the conversation.

3.2. Method of Data Analysis

After collecting the data was done, the writer analyzed the phenome using a qualitative method. The data analysis was done in order for the researcher to be able to interpret the result which is presented in the tables from the documents and interview result. By then, the researcher observed what English jargons were used by the hotel front office, then observed when and with whom the English jargons are used. The analysis went through the following steps:

1. Doing coding

After collecting data from the hotel documents and interview, the researcher found some words considered as English jargons which were used by the hotel front officers to communicate with both their colleagues and guests.

The communication using English jargons happened in several conditions of time, they were done in the process of reservation, check-in, report, and on-duty conversation. Along these processes, participants who were doing conversation included front officers with other front officers, guests, crews from the housekeeping department, and accounting staffs.

For easier data observation, the researcher did categorization of data using following codes in Table 1:

Table 1
Codes for the use of jargon classified by conditions and participants

<u>Participant</u>	<u>Code</u>			
	Reservation	Check-in	Report	On-duty conversation
Front Office to Front Office	FO-FO	FO-FO	FO-FO	FO-FO
Front Office to Guest	FO-G	FO-G	FO-G	FO-G
Front Office to Accounting	FO-A	FO-A	FO-A	FO-A
Front Office to Housekeeping	FO-HK	FO-HK	FO-HK	FO-HK

2. Interpret the result of the data presented in the tables.

As the data were ready, the writer interpreted the data taken from the transcript of interview and hotel documents. It was done to find what jargons that were often used in the front office. This analysis led the writer to answer the research question number one. The writer knew what English jargons are used in the front office department in a hotel.

3. Observe the speakers of jargons.

To help answer the second problem formulation, the researcher analysed the interview transcript and hotel documents. The writer identified who the speakers of jargons used in the hotel division front office. By knowing the speakers, the writer got the knowledge of and ability to answer with whom the English jargons are used. It answered the second problem formulation. The results of the data analysis helped to give knowledge to hoteliers about jargons in the hotel industry.

