

CHAPTER III

RESEARCH METHOD

A. Research Method

“A research method is a scientific way to achieve information with a certain purpose or intention. Based on 4 key words that needs to be emphasis which is scientific method, data, purpose and value” according to Sugiyono (2017:2) in which the research method that is going to be used in this research will be classify as a qualitative method which according to Sugiyono (2017:8) is a naturalistic research method as the study will be conducted in a natural state condition (natural setting); can also be said as an ethnographical method since it is mostly used for a study in culture anthropology in the beginning; also known as qualitative methods where the data collected and the analysis will be in a qualitative way.

State also by Sugiyono (2017:35) that a descriptive approach is used to acknowledge the existence of independent variable, both for either single variable or more (basic variable or free variable) without comparing the variable with itself or looking for correlation with other variable.

B. Research Object

The research object of this study is based on the existing experience that is caused by the obscurity of the Standard Operating Procedure that is experienced by the writer and other colleagues within the restaurant. According to Sugiyono (2017:13) “scientific target to achieve data with purpose and certain intention regarding the objectivity, validity and reliability of a certain matter (certain variable)”.

Whilst the research subject will be the colleagues of The Place that have experienced the anomaly of the Standard Operating Procedure for a significant of time to share the resulting effect of this particular anomaly.

C. Location and Time of Research

The research will be held at The Place Restaurant, Cordis Hotel, 555 Shanghai Street, Mong Kok, Hong Kong. This research is conducted during the internship period of the writer from January 2019 until July 2019.

D. Data Collection Method

Data will be gathered to be process as an information that is needed for this research to be legitimate. Data collection methods for a research that are used are listed and classify as below:

1. Primary Data

“Primary data is a source of data that directly gives data to the gatherer” as stated by Sugiyono (2017:137).

Primary data can be gathered through an observation. As stated by Sugiyono (2013:203), “observation is a gathering data method that has a specific characteristic when compared with other method which is through interview and questioner. If interview and questioner is related to people, then an observation is not only limited to people yet also including with other objects within the nature”.

The observation was occurred from January 2019 until May 2019 during the first 4 months of the writer’s internship period at The Place that had made the writer acknowledge about the issue in this study. After the observation, a questionnaire is conducted as a second primary data collection method.

“Questionnaire is a data collecting methods that conducted by distributing a set of written questions for the respondent to answer” as stated by Sugiyono (2017:142). The questionnaire will be distributed on early July through an online platform that supported questionnaire distribution and fill out by the colleagues at The Place to collect all the information needed as a supporting data after the observation that had been conducted in advanced.

2. Secondary Data

“Secondary data is a data that gives the information indirectly to the researcher. Secondary data usually function as a supporting data for the

primary data such as books, literature, and readings that has a connection and will uphold this study” as according to Sugiyono (2017:137).

In this research, the secondary data will be gathered through internet research, website, books and journal to support the theoretical framework.

E. Data Sampling Method

As stated by Sugiyono (2017:81), “Sample is a part of the whole and characteristics that included in a certain population”. In this study the data sampling method that will be used is purposive sampling that could be define as a data sampling method that determined the sample after a certain evaluation according to Sugiyono (2017:85).

The sample that will be retrieved as key performant in this study will be 4 different colleagues with different backgrounds, duration of working at The Place and from 3 different job positions. This were chosen in that way so that the writer can drew a conclusion based on a different perspective of the key performants.

F. Data Analysis Method

“Data analysis is a task where after all the data has been gathered from all the respondent and other source of data. The data will be classify according to their variable, types of respondent, data tabulation based on the variable from all the respondents, provide the data in each variable of study, calculation to answer the problem that had been identified in advanced, and testing the hypothesis that had been proposed” as stated by Sugiyono (2017:147).

The data will be analyzed in a quantitative way in this study where the data collected is in a form of description and the data collected are through observation and questionnaire that was distributed to the colleagues.

The steps of the data analysis will be as below (Huberman, 2014):

1. Data Reduction

In this process the data will be chosen, simplified and transformed from all the written note that was collected in the field. Narrowing down the data and

eliminate unnecessary data, categorized and organized the data in a way that in the end a conclusion can be drawn and verified.

2. Data Interpretation

A process where the researcher can see the whole picture or a certain parts of the research by organizing the results of the questionnaire from all the respondent and supported by any pictures if necessary.

3. Conclusion Drawn

The conclusion will be drawn from after all the data had been interpret and comprehend by the researcher. The final conclusion will be drawn from the results of observation and interview collected together and the outcome of the study can be determined.

