

Chapter III

Research Methodology

3.1 Methods of Research

Methods of research is a way of carrying out a research. Using different kinds of research methods, we then can conclude on what mediums or data to analyse for the research. From the data we gathered and obtained we then can conclude of the output of the research that is being carried out. It is explained by Nicholas Walliman (2011) that, "research methods are the techniques for research and it represents tools to gather the data and procedure to collect, sort and analyse the data. From these steps then can come up with a conclusion with a validity when presenting it to someone else about the research.

The method of research for this research paper is using descriptive research approach in qualitative research method. According to Nicholas Walliman, descriptive research design is that it relies on using observation for collection of data, to find out the norm for the situation. The context observation here has different forms, to obtain the information, people may be interviewed, distribution of questionnaires, recording of sounds and etc. The main thing of observation is that everything must be noted down and recorded for the validity of its data.

As for qualitative research it is explained by Nicholas Walliman (2011) that qualitative relates on information that cannot be measured in numbers, examples of qualitative research data collection are: people's judgements or opinion, emotions beliefs and etc. these data are usually in the form of words. Examples of the data collection are texts, meeting notes, records of past events etc. Qualitative data also relies more on human evaluation and interpretation that cannot be measured easily like quantitative data.

3.2 Time and Place of Research

The time of research will take place in June till July 2019. Location of research will be held at lobby of Karaksa Hotel Osaka Namba, on the first floor. With the address 2 Chome-9-13 Nishishinsaibashi, Chuo Ward, Osaka, 542-0086.

3.3 Data and Source of Data

Data is another term for parts of information, in research it uses data as a raw material to reach a conclusion about an issue that is being examined. The issue that is being investigated then will can decide what are the data that is needed to be collected, as explained by Nicholas Walliman (2011).

The two types of data are primary and secondary data. Mentioned by Nicholas Walliman (2011) primary data is where data are collected easily and directly at the current situation. Primary data provides collecting of data at a present time that can be obtained easily. Such data may include as direct interviews or observations.

In comparison, also demonstrated by Nicholas Walliman (2011) “secondary data are data that have been interpreted and recorded. The way to obtain secondary data is in the forms of magazine, bulletins, newspapers, internet and etc. Journals used as a reference in a research is also considered to be a secondary data”

For the collection of data sources are done in both primary and secondary data. For primary data collection is done in two ways. One method is done through observation while the author is conducting the internship. Thereby the author observes and make thoughts on the communication throughout the operation. And for the second primary data collecting is by conducting interview. Total interviews that are being conducted is done with 10 people. Within the combination of 4 Japanese staffs and 6 foreign staffs.

For secondary data collection is thorough the data discussed in the chapter of literature review. By using the theories stated in the literature as the benchmark in conducting this research.

3.4 Technique of Data Collection and Instrument

The technique of data collection for this research is by conducting interviews. Explained by M. Easwaramoorthy & Fataneh Zarinpoush that interview is when a person is doing a conversation to obtain information. A research interview is an interaction between the interviewer who has prepared list of questions to be asked and an interviewee who will be answering the question being said by the interviewer.

In conducting interviews, there are 3 kinds referring to Nicholas Walliman (2011) statement.

3.4.1 Structured Interview

Structured interview is where the questions are being recited by the interviewer and are listed and asked orderly and is conducted according to a schedule that has been decided. And the answers to the interview are closed-formats.

Unstructured interview is where the format is not as ordered like structured interview, it is more of a flexible format. But still questions are prepared for guidance but the interviewer just jumble the questions in order to watch over the attitude of the opposite party.

Semi-Structured Interview is where the interview consists of both structured and unstructured parts that are formatted and open type questions.

In this research, to obtain the data and to analyse it easily, the interview will be conducted in a structured way. The people to be interviewed are the staffs in Karaksa Hotel Osaka Namba. Interview is done in order to know how effective is the communication done throughout in the operational of the hotel.

3.4.2 Observation

Observation as of data collection method comes in two kinds, observation without getting involved and immersing oneself in a situation. (Nicholas Walliman,2011)

Observation without getting involved is where data gathered are through observation that questioning. It is often known as surveys too, the way of data obtained by observation is not only limited to sights but also other senses such as smell, hearing and etc.

On the other hand, immersing oneself in a situation is more than observation as the person is involved in experiencing in the current situation.

In this study, the author has done observation in hotel as an intern student. Author will observe on how the communication done throughout the daily operation.

3.5 Interview Description

All the interviewees that the author had interview with did not feel objected in their names stated in this study. The names are as follows:

1. Sakai Eriko, the assistant manager of Karaksa Hotel Osaka Namba. She is Japanese. She is fluent also in Korean. Previously she has no experience in the hospitality industry, and this is her first hotel industry that she works in. She has been been working in this hotel for 2 years and 3 months. The interview is being conducted on 3rd of July 2019.
2. Nielyn Grace Sa Ayo, often called as Grace, she is one of the chief in Karaksa Hotel Osaka Namba. She is from Philippines. She has background study of hospitality. And previously before Karaksa Hotel she worked in a lodging housing company. Then she moved to Karaksa Hotel. Since that time the hotel isn't established yet, she worked in the Philippines, the hotel which associated with Karaksa

- Hotel corporation. She has been working in here for 3 years 4 months. The interview is being conducted on 3rd of July 2019.
3. Piriya Apitha Pasini Oom, front office staff from Thailand, she has been working in Karaksa Hotel Osaka Namba for 1 year 2 months. Previously she didn't work in the hotel industry but because she has background studies in Japanese language in university, she applied to work in Karaksa Hotel. The interview is done on the 2nd of July 2019.
 4. Park Gyeong Beom, front office staff from Korea, he has been working in this hotel for 1 year and 7 months. Previously Park worked in a multinational company that is based on an English language communication. From there he actually learned his English language and Japanese language. As a result of daily usage in his communication. The interview is conducted on the 2nd of July 2019.
 5. Kuo Ruey, front office staff from Taiwan, she has been working in the hospitality industry for 2 years. Previously she has experience in guest house called as *minpaku* in Japanese and after 1 year she moved to Karaksa Hotel Osaka Namba. The interview is being conducted on the 2nd of July 2019.
 6. Tabata Jyuri, is a Japanese staff working in Karaksa Hotel Osaka Namba. She started working since May 2018 and is also a front desk staff. Tabata can speak some English throughout the daily operation in the hotel. The interview is conducted on 4th July 2019.
 7. Moon Sin Hyoung, a front desk staff from Korea. He has been living in Japan for 10 years. He has been working in Karaksa Hotel since April 2018. He is only fluent in Japanese, for English language only for simple English explanation for check in and check out. The interview is carried out on 5th July 2019.
 8. Fitriyani an Indonesian staff in the hotel. She previously have no experience in hospitality industry. She has been working in Karaksa Hotel for 11 months. And have been living in Japan for 3 years. She previously studied Japanese literature in her university that is why she

is fluent in Japanese. The interview is being conducted on 5th July 2019.

9. Shidochi Masaaki is a Japanese staff in the hotel. He is fluent in English because previously had his studies in the US for 4 years. He is born in Osaka, so the information of exotic foods that often asked by guests are well answered because of the information given by Shidochi. He has been working in Karaksa Hotel ever since their first opening which is December 2017. The interview is being conducted on 8th July 2019.

10. Miyazaki Toshiro is also Japanese staff in the hotel. Although he is not originally born in Osaka, but he has been living in Osaka and so he is well informed about the places to explore in Osaka. Which is beneficial when encountering foreign guests. He can speak basic English during the operation in the hotel. He has been working in the hotel since September 2018. The interview is being conducted on 9 July.

3.6 Technique of Data Analysis

The technique for analysing data comes from the data obtained for interview conducted to the staffs in the Karaksa Hotel Osaka Namba. Data gathered later will be analysed according to the related theory.