

## CHAPTER III

### RESEARCH METHOD

#### A. Research Design

In conducting this research, the writer uses a qualitative approach, which means a research procedure that produces descriptive data as of writing or spoken words from people and observable behaviour. Qualitative approach is directed at the setting and the individual logistically or intact (Bogdan and Taylor, 1975:5).

The writer also uses descriptive research. Descriptive research is included in a qualitative approach. Descriptive research is used to describe characteristics of a population or phenomenon being studied. This research does not answer questions about how/ why the characteristics occurred. Rather addresses the “what” question.

The purpose of using the Qualitative approach is because the writer wants to describe all the data that get a thorough interview with informants so that the obtained data in the field can all be discussed and this final project can be a reliable source. In this research, the writer collects data and information through in-depth interviews is a type of **interview** with an individual that aims to collect detailed information beyond initial and surface-level answers. For this reason, these **interviews** are often quite long and can involve multiple **interviews** with one participant, and other documents that support this research. The writer also collects data through field studies and consultation. This is done to strengthen the validity of the data.

In this chapter, the writer explains in order regarding the methods used in this research: design research, informants and research site, data collection, data analysis, data validity test, and research schedule.

## **B. Informants and Research Site**

### **1. Informants**

In collecting all of the important data, the writer gathers all the information from the informants. To determine participants, the writer uses purposive sampling. According to Notoatmodjo (2010), purposive sampling is taking a sample based on certain considerations such as population characteristics or previously known characteristics.

Purposive sampling is a type of non-probability sampling technique in which sampling is based on criteria formulated in advance by the writer. The informant that the writer will interview is the owner of PT Adiwidya Nusantara Travel, Head of Operational and Human Resource Division, and Head of Marketing and Finance Division and writer also will collect data about the company through these informants.

### **2. Research Site**

#### **a. Company Profile**

The company that the writer will be the place for the writer's research and collect data for is PT Adiwidya Nusantara Travel founded by owners who in 2014 joining student exchanges from China to Ahmad Dahlan University Yogyakarta, then they run a tour for their friends who have a vacation in Bali. It turned out that their tour packages had a lot of demand and then they decided to make a CV based in Yogyakarta but PT Adiwidya Nusantara Travel still has partners in the

field of transportation and also in the field of accommodation in each of their packages destinations. For Example, transportation, local guides, and also with various accommodation providers (hotels and restaurants) that are suited to Chinese tourist needs. Destinations that are open for tours by PT Adiwidya Nusantara Travel are Yogyakarta, Solo, Bali, Bandung, Jakarta, Kepulauan Seribu, Manado, Lombok and Nusa Lembongan.

After the CV was developed, it finally became a company in 2019. PT Adiwidya Nusantara Travel focuses its service on an inbound tour of Chinese tourists. On average, 18 % are from Taiwan and Hong Kong, while the rest are from mainland China (82%). Because the company owners are Chinese, therefore the company has the advantage to search for the Chinese market and sell the product. PT Adiwidya Nusantara Travel also has many suppliers in various cities that are useful to help companies provide their best services.

- Company Name : PT Adiwidya Nusantara Travel
- Address: Perumahan Banyuraden Pratama, JL. Cokrowijayan No.5  
Sukunan, Gamping, Sleman, Daerah Istimewa Yogyakarta
- Contact : +62 813-3778-1020
- Business Field : Inbound Tour
- Built Year : CV (2014) and PT (2019)

b. Organization Structure:

Owner: Ni Kadek Dyah Artini (Dyah)

Commisioner: Gerdi, Astuti

Operational Staff: Astuti,Gusti

Finance Admin International: Mario

Marketing Admin International: Justin

### PICTURES 3 :



### PT Adiwidya Nusantara Travel's Chinese Website

Accessed on 20-03-2021

## **C. Data Collection**

### **1. Data Collection Technique**

- Interview

According to Esterberg in Sugiyono (2015: 72) an interview is a meeting conducted by two people to exchange information or some ideas using questions and answers, so that they can be reduced to a conclusion or meaning in a particular topic.

The writer will also use a semi-structured technique in the interview. According to Sugiyono (2006), this type of interview is included in the “in-depth interview” category, where its implementation is freer when compared to structured interviews. The purpose of this type of interview is to find problems more openly, where the informant is asked their opinion and ideas.

In an interview, some steps will be carried out by the writer to collect data, there are:

- Documentation
- Determine the location and time of the interview
- Make interview question guidelines, so that the given questions are by the purpose of the interview.
- Conduct the interview process.
- Determine interview sources.
- Ensure that the results of the interview are by the information provided
- Recap the results of the interview

- Literature Study

According to Danial and Warsiah (2009:80), literature study is a research conducted by the writer by collecting several books and other literature that relate to research issues and objectives. This technique is carried out in order to reveal various theories that are relevant to the problem being faced / studied as reference material in the discussion of research results.

- Documentation

According to Sugiyono (2015: 329) documentation is a way to obtain data and information in the form of books, archives, documents, pictures in the form of reports, and information that can support research. Documentation is used for collect data than analyzing.

- Triangulation

The technique that the writer applies is the triangulation technique, which is used to test the validity of the data by collecting data generated from different techniques such as observation and interviews. Moleong (2010:330) stated that Triangulation is a data validity technique that utilizes something other than the data for checking purposes or as a comparison to the data. According to Denzin in Moloeng (2004) there are several kinds of Triangulation, triangulation that the writer uses as follows:

1. Triangulation of Methods

This triangulation tests the credibility of the data by checking data to the same source with different techniques.

## 2. Triangulation of Data Sources

This triangulation compares and checks back the degree of confidence of information obtained through the different sources of the qualitative methods.

### **2. Instrument**

Interview Guidelines: In writing this research, the writer will use an interview guide which aims to help the writer to know what to ask, in what order, how the writer will ask a question, and how to ask a follow up. The method is an in-depth interview while the instrument is an interview guide.

### **D. Data Analysis**

Taylor (1975:79) defines data analysis as a process that formally attempts to find themes and formulates hypotheses (ideas) as suggested and as an attempt to provide assistance and themes to hypotheses. The first definition focuses more on organizing the data, while the second emphasizes the aims and objectives of data analysis. The data analysis definition can be synthesized as the process of organizing and sorting data into patterns, categories and basic description units so that themes can be found and work hypotheses can be formulated based on the data.

Data obtained from interviews, documentation, and literature study, then carried out with a qualitative approach. Research using an interactive model at the data analysis data according to Miles and Hubberman (1983), stated that qualitative research was carried out interactively and was in progress continuously until the data reached the saturation point. The process of this data analysis research is data collection, data reduction, presentation of data, and conclusion.

#### a. Data Reduction

The first step in analyzing qualitative data According to Miles (1994:10) , is data reduction. It refers to the process of selecting, simplifying, focusing, abstracting and transforming the data in a written up field note or transcript.

#### b. Presentation of Data

The second step is presentation of data. Miles and Huberman (1994) states that data display is a critical means of analysis. Data display goes a step beyond data reduction to provide an organized, compressed assembly of information that permits conclusion drawing.

#### c. Drawing Conclusions

Miles and Huberman (1994) Stated that from the beginning of data collection, qualitative analysis is the beginning to decide what things mean to noting regularities, explanations, patterns, possible configurations and propositions .Conclusions also verified as the analyst proceeds.

Firstly, the writer collects data about operational strategy that happened before, during Covid-19 Social Restriction and for the future on the division in PT Adiwidya Nusantara Travel which is Human Resource, Marketing and Finance. After the interview with the 2 division and the owner, then transcribes into data, the writer only uses the relevant data for the final results; that's when the writer will use Data Reduction. The last step after collecting the data and reducing it, the writer displayed those data in descriptive form and also in SWOT analysis.

According to Galavan (2014), SWOT analysis (Strength, Weakness, Opportunity, and Threat) is an analysis to get a useful strategy or effectively



applied according to public conditions. Opportunities and Threat are used to determine the external environment, meanwhile Strength and Weakness are used to determine the internal environment.

#### **E. Data Validity Test**

To test the data validity, the writer uses the Triangulation Method. This is a technique by comparing data obtained from various sources such as archives, documents, and interview results. The data which will be collected also will be reduced and compared with other data so that the writer can study the data deeply to get the conclusion.

#### **F. Research Schedule**

**TABLE 2**

**Research Schedule**

No	Activity	Implementation Period					
		Feb	Mar	Apr	May	Jun	Jul
1.	Research Preparation						
2.	Making Proposal Research						
3.	Proposal Research Seminar						
4.	Field Observation						
5.	Writing The Final Project						
6.	Final Project Exam						

Source : Made by the writer (2021)