

CHAPTER III

METHODOLOGY

A. Research Design

In conducting this research, the method used is qualitative descriptive method. According to Sugiyono (2017: 59), the descriptive method is research that describes the state of the object under study as it is, according to the situation and conditions when the research is carried out. This research will also use a qualitative approach. According to Sugiyono (2017: 53), a qualitative approach is a research working mechanism that is guided by non-statistical or non-mathematical subjective judgments, where measures of value are used in this study are not scores, but rather categorization of value or quality. The data criteria in qualitative research are definite data or data that occur as they are which contain meaning. This research method is used to obtain in-depth data, namely data that contains meaning.

Qualitative research is intended to reveal and understand the facts that occur in the field as they are. Through qualitative research, it will be broader and deeper to reveal the study of the research. The reason for using a qualitative approach is that in addition to using an interview guide instrument, the researcher is also an instrument to determine the cultural assumptions that prevail in the research location through direct observation. Furthermore, this study is to match the reality that occurs with the applicable theory descriptively. The writer uses

sampling as a representation of a number of objects that have the opportunity to become a data source. According to Sugiyono (2018) in qualitative research, the purposive sampling technique that is often used, whereas what is meant by purposive sampling is a technique of sampling data sources with certain considerations, for example, the person is to know best about what we expect or maybe he/she is a ruler so that it will facilitate research on the object or social situation is being studied. In this research, the writer uses purposive sampling by selecting informants with a specific purpose.

In this qualitative research, the writer uses informants and determines the research subject. Samples in qualitative research are not referred to as respondents, but as sources of information in research. Informants are people who are trusted and considered to have a better understanding of the object to be studied. Its function is used to provide information about the situation and condition of the research object. In this study, the writer uses informants as research subjects. There are two informants, namely key informants and regular informants:

1. Key informants

Key informants are people who understand the problem under study, namely the Samboja Lestari Programme Manager.

2. Regular informants

Regular informants are people who know a lot about the problem to be researched. The permanent informants in this study are the local community of Samboja Village and the staff of Samboja Lodge.

B. Participants and Research Objects

1. Participants

Research participants are objects of research. Participants according to Soewandi (2012) are a group of elements or elements that can come in the form of humans or individuals, institutions or agencies, documents, events or symptoms or in the form of a concept that is the object of research. Based on the research objective to develop sustainable accommodation in Samboja, the participants are the programme manager, staff of Samboja Lodge and locals of Samboja Village. Apart from that, the writer also uses sampling. According to Ibrahim (2018: 71) sample is representative of the total number of objects that have the opportunity to become a data source. Ibrahim (2018: 71) continues that the techniques in determining data sources are carried out by using non-probability sampling with purposive technique sampling. Purposive sampling can be used in a researcher's situation by selecting informants with specific goals.

2. Research Objects

This research is conducted in Balikpapan- Handil Street Km 44. Samboja, Samboja, Margomulyo, Semboja District, Kutai Kartanegara Regency, East Kalimantan 75561, situated in the middle of 1,800 hectares of lush forest vegetation, with an easy distance of 38 Km to reach from Balikpapan City and supported by good facilities and infrastructure.

C. Data Collection

Collecting data is one of the most important parts of a study (Ibrahim, 2018). It deals with the choice of strategies and makes contact with the subject. Ibrahim (2018) explains data collection in qualitative research is in the form of interviews, observations, documentation and Focused Group Discussions. The data collection methods used in the study are as follows:

1. Interview

An interview is a conversation involving the interviewer who asks questions with the interviewee who provides answers to questions (Ibrahim, 2018: 88). Interviews in this study are conducted with both virtual and face to face meetings, with the person to be interviewed (informant). According to Ibrahim (2018: 89), interviews are conducted personally between the researcher or interviewer and the informant. This research carries out the interview steps that are adapted from Gunawan (2013), among others:

- 1) Develop interview questions related to the object research.
- 2) Determine the subject to be interviewed
- 3) Build relationships with informants to introduce self, research, communicate the intent of the interview, all at once determine the schedule, place and means of interview.
- 4) Trial interviews with a small sample that have been determined.
- 5) Fix interview questions if confusing.
- 6) Conduct interviews and ask questions.
- 7) Build effective communication during the interview (including stages trials)

8) Perform probing to confirm answers and got extensive information.

2. Observation

Hadi in Sugiyono (2018: 145) suggests that observation is a complex process, a process composed of various biological and psychological processes. Observation is a data collection that is carried out through direct observation and systematic recording which is used to obtain information.

The use of observation techniques in this research is to make direct observations of the object under study, namely the Developing Sustainable Accommodation: A Case Study of An Ecolodge In Kutai Kartanegara East Kalimantan which can be used as the completeness of data information that has not been previously obtained.

3. Documentation

Documentations are the process of obtaining information or data through documents which can be in the form of writings, drawings or monumental works of a person and reports or other notes. Sugiyono (2018) states that documentation is to obtain data directly from the place of research, including relevant books, regulations, reports activities, photographs, documentary films, research relevant data. Documentation conducted in this research is by taking pictures of the lodge under study and the environment.

This research will be based on observation, interviews (In-Depth Interviews) and documentation with the types of data and data sources as below:

1. Types of Data

The type of data in the implementation of research is qualitative data that is expressed in words, sentences which are usually associated with values, for example, high-low, big-small.

2. Data Sources

The data source in this research is the source from which the data are obtained. Data sources according to their characteristics are classified into two, namely:

- a. Primary data is the source of data obtained directly from the first party. In this study, primary data are obtained from interviews and observations of the Samboja Ecolodge.
- b. Secondary data are sources cited from other sources. (Sugiyono, 2018: 225). Secondary data are data obtained by taking notes, collecting data from documents from the Village Office and the internet.

3. Data Collection Guidelines

The indicators of each variable are compiled in advance to make it easier at the time of collection and to help determine the research instrument. The following are guidelines for data collection in this study:

TABLE 1 : DATA COLLECTION GUIDELINES

Variable	Dimension	Indicator	Measurement	Instrument
Sustainability (Deutscher 1994, as cited in Jenkins & Schröder, 2013)	Economic (Harris and Goodwin, 2001 as cited in Khatri, 2010)	a. Community support	i. The organization engages with the local community in identifying needs and opportunities for support and evaluating their potential benefit/impact.	Interview Guidelines
			ii. The level and nature of contributions made to schemes in the local community is recorded.	Interview Guidelines
			iii. The local community is offered the opportunity to access the tourism facilities and services provided.	Interview Guidelines
		b. Local employment	i. The proportion of total employment from persons already residing in the local community is measured and managed.	Interview Guidelines
			ii. The proportion of employment in management positions from persons already residing in the local community is measured and managed.	Interview Guidelines
			iii. Training is offered to local residents to enhance their employment opportunities.	Interview Guidelines
		c. Local purchasing	i. The organization regularly audits its sources of supply of goods and services.	Interview Guidelines
			ii. The proportion of goods and services purchased from locally owned and operated businesses is measured and managed.	Interview Guidelines
			iii. The proportion of non-locally owned or operated suppliers that are fair trade is measured and managed.	Interview Guidelines
		d. Local entrepreneurs	i. Locally owned businesses are given access to premises and customers for commercial activity.	Interview Guidelines

		ii. Where appropriate, the organization provides advice and support to local service providers with whom it engages, on the quality and sustainability of their service.	Interview Guidelines
		iii. Opportunities for joint ventures and partnerships with local entrepreneurs are considered and pursued where appropriate.	Interview Guidelines
	e. Equal opportunity	i. The organization has identified groups at risk of discrimination, including women and local minorities.	Interview Guidelines
		ii. The proportion of employees drawn from each of these groups is monitored and is commensurate with local demographics.	Interview Guidelines
		iii. Internal promotion includes members of these groups.	Interview Guidelines
	f. Decent work	i. The organization demonstrates awareness of, and compliance with, national labour standards and regulations.	Interview Guidelines
		ii. Wage levels are monitored and regularly reviewed against national norms for a living wage.	Interview Guidelines
		iii. Training records are kept for all staff, showing the level and frequency of training received.	Interview Guidelines
		iv. Employee contracts show support for health care and social security	Interview Guidelines
		v. Water, sanitation and hygiene facilities are provided for all onsite workers.	Interview Guidelines
		vi. Employee satisfaction is monitored.	Interview Guidelines
		vii. An employee grievance mechanism is in place.	Interview Guidelines
	g. Community services	i. The organization monitors its impact on the availability of local services.	Interview Guidelines

		ii. A communication/feedback/grievance mechanism is in place for local communities	Interview Guidelines
		iii. Any reduction in availability of basic services to local communities, identified as the result of the organization's activities, is addressed.	Interview Guidelines
	h. Local livelihoods	i. Local access to livelihoods is considered in decisions about development and operations.	Interview Guidelines
		ii. A communication mechanism is in place for local communities to report any instance of reduced access to local livelihoods.	Interview Guidelines
Social (Harris and Goodwin, 2001 as cited in Khatri, 2010)	a. Cultural interactions	i. The organization demonstrates awareness of, and compliance with, existing international, national and local good practice and guidance for tourist visits to cultural sites and indigenous communities.	Interview Guidelines
		ii. The organization engages with communities/sites in reviewing guidance and creating and agreeing additional guidelines as necessary.	Interview Guidelines
		iii. Guidelines are effectively used and communicated.	Interview Guidelines
		iv. Particular measures are in place to avoid inappropriate interaction with children.	Interview Guidelines
	b. Protecting cultural heritage	i. The organization makes and records monetary contributions to the protection of cultural heritage.	Interview Guidelines
		ii. The organization provides in-kind or other support for cultural heritage.	Interview Guidelines
		iii. Provision is made for local access to sites.	Interview Guidelines
	c. Presenting culture and heritage	i. Local art/craft is reflected in design and furnishings	Interview Guidelines
		ii. Living cultural heritage and traditions are evident in cuisine,	Interview Guidelines

		retail, events and other services offered.	
		iii. Copyright and intellectual property rights have been observed and necessary permissions obtained.	Interview Guidelines
		iv. The views of the local community have been sought on the presentation of local cultural heritage.	Interview Guidelines
Environmental (Harris and Goodwin, 2001 as cited in Khatri, 2010)	a. Environmentally preferable purchasing	i. A documented environmental purchasing policy is in place.	Interview Guidelines
		ii. Preference is given to products and suppliers with environmental certification – notably with respect to wood, paper, fish, other foods, and products from the wild.	Interview Guidelines
		iii. Where certified products and suppliers are not available, consideration is given to origin and methods of growing or production.	Interview Guidelines
		iv. Threatened species are not used or sold.	Interview Guidelines
	b. Efficient purchasing	i. Purchasing favours reusable, returnable and recycled goods	Interview Guidelines
		ii. Purchasing and use of consumable and disposable goods are monitored and managed.	Interview Guidelines
		iii. Unnecessary packaging (especially from plastic) is avoided, with buying in bulk as appropriate.	Interview Guidelines
	c. Energy conservation	i. Total energy used is monitored and managed	Interview Guidelines
		ii. Energy used per tourist/night for each type of energy is monitored and managed.	Interview Guidelines
		iii. Renewable sources are favoured and the share of renewable energy in total energy supply is monitored and managed.	Interview Guidelines

		iv. Equipment and practices are used that minimize energy use.	Interview Guidelines
		v. Goals for reducing energy consumption are in place.	Interview Guidelines
		vi. Staff and guests are given guidance on minimizing energy use.	Interview Guidelines
	d. Water conservation	i. Water risk has been assessed and documented.	Interview Guidelines
		ii. Where water risk has been assessed as high, water stewardship goals have been determined.	Interview Guidelines
		iii. Water used per tourist/night per source is monitored and managed.	Interview Guidelines
		iv. Equipment and practices are used that minimize water consumption.	Interview Guidelines
		v. Water originates from a legal and sustainable source which has not previously affected, and is unlikely in future to affect, environmental flows.	Interview Guidelines
		vi. Consideration is given to cumulative impacts of tourism in the locality on water sources.	Interview Guidelines
		vii. Goals for reducing water consumption are in place.	Interview Guidelines
		viii. Staff and guests are given guidance on minimizing water use.	Interview Guidelines
	e. Greenhouse gas emissions	i. Total direct and indirect greenhouse gas emissions are monitored and managed.	Interview Guidelines
		ii. Carbon Footprint per tourist/night is monitored and managed.	Interview Guidelines
		iii. Actions are taken to avoid and reduce significant annual emissions from all sources controlled by the organization.	Interview Guidelines
		iv. Carbon offset mechanisms are used where practical.	Interview Guidelines

		f. Transport	i. Information is provided and promoted to customers on alternative (climate friendly) transport options, for arrival, departure and during their visit.	Interview Guidelines
			ii. Alternative transport options (e.g. bike rental, car sharing, pick-ups) for guests and staff are provided or facilitated.	Interview Guidelines
			iii. Markets accessible by short and more sustainable transport options are favoured.	Interview Guidelines
			iv. Local suppliers are favoured and daily operations seek to minimize transport use.	Interview Guidelines
		g. Wastewater	i. Wastewater is disposed of to a municipal or government approved treatment system, if available.	Interview Guidelines
			ii. If suitable municipal wastewater treatment is not available, there is a system in place on site to treat wastewater (that meets international wastewater quality requirements) and ensures no adverse effects on the local population and the environment.	Interview Guidelines
		h. Solid waste	i. The amount of solid waste disposed per tourist/night is monitored and managed.	Interview Guidelines
			ii. A solid waste management plan is in place	Interview Guidelines
			iii. The solid waste management plan includes actions to reduce, separate and reuse or recycle food waste.	Interview Guidelines
			iv. Waste disposal is to a government run or approved facility and there is evidence that the facility has no negative impact on the environment or local population.	Interview Guidelines
			v. Solid waste disposed is measured by type and goals are	Interview Guidelines

		in place to minimize non-diverted solid waste	
		vi. Guidance is given to customers and staff on minimizing waste	Interview Guidelines
	i. Harmful substances	i. An inventory of harmful substances has been made and material safety data sheets (MSDS) are held.	Interview Guidelines
		ii. Action has been taken to source more environmentally friendly alternatives.	Interview Guidelines
		iii. Chemicals, especially those in bulk amounts, are stored and handled in accordance with appropriate standards.	Interview Guidelines
		iv. Visitors are informed about personal use of substances which may be considered harmful to the local environment (such as toxic sunscreens and repellants).	Interview Guidelines
	j. Minimize pollution	i. The potential sources of pollution covered in the criterion have been reviewed and identified.	Interview Guidelines
		ii. The potential sources of pollution covered in the criterion are monitored.	Interview Guidelines
		iii. Action is taken to minimize and where possible eliminate pollution from the sources covered in the criterion.	Interview Guidelines

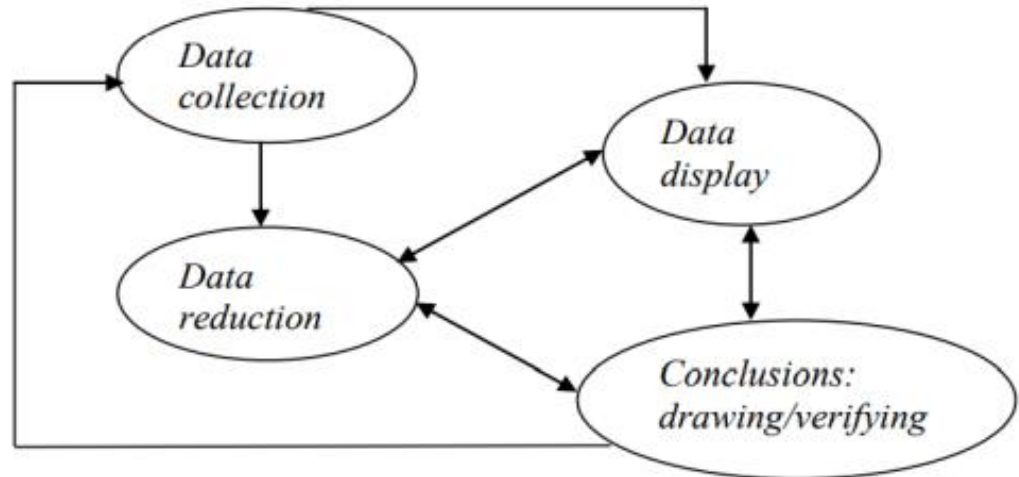
Source: Processed by the Writer 2021

D. Data Analysis

Data analysis is the process of responding to data, sorting, compiling, and processing it into one systematic and meaningful arrangement (Ibrahim,

2018). Data analysis is associated with efforts to understand, explain, interpret, and look for relationships between the data that have been obtained. In this study, the data analysis technique is carried out with three things to do, namely; data collection, data reduction, data display, and conclusion or verification Miles & Huberman in Gunawan (2013).

FIGURE 1: DATA ANALYSIS BY MILES & HUBERMAN



Source: Gunawan, (2013)

1. Data Reduction

Data reduction is summarizing, selecting the main things, focusing on the important things, looking for themes and patterns and eliminating unnecessary. The data obtained from the field is quite a lot, therefore it is necessary to record carefully and in detail.

2. Data Display

Data display is the process of presenting a structured group of informants who provide the possibility to draw conclusions and take action. The presentation of qualitative research data is carried out in various forms, including narrative text, matrices, graphs, networks, and charts.

3. Verification (Conclusion Drawing)

Drawing conclusions is the third analytical activity. This activity is carried out when all data have been collected and detailed. Drawing conclusions depends on the aggregate size of field notes, their coding, storage, retrieval methods used, and the skills of the researcher. The data obtained are then categorized to determine the themes and patterns and to draw conclusions. The initial conclusions put forward are still provisional and will change if no solid evidence is found to support them at the next data collection stage. This activity is carried out when all data have been collected and detailed. Drawing conclusions depends on the aggregate size of field notes, their coding, storage, retrieval methods used, and the skills of the researcher. The data obtained are then categorized into patterns and then conclusions are drawn. The initial conclusions put forward are still provisional and will change if no solid evidence is found to support them at the next data collection stage.

E. Data Validity

The validity of the data is carried out through the process of editing or re-checking the quality of the data on the instrument. The validity of the data is tested to ensure that the research conducted is of good quality and comes from valid data (Gunawan, 2013: 229). In checking the degree of reliability of the data, there are various techniques for checking the validity of the data using source triangulation. According to Ibrahim (2018: 124) source triangulation is one of the techniques used to check the validity of data by comparing the data obtained from each source. This aim is to see the completeness, accuracy, consistency, uniformity, and relevance of the data obtained. Testing the validity of the data in this study is used to see relevance between questions and answers are given by each informant.

F. Research Schedule

TABLE 2: RESEARCH SCHEDULE

No	Activities	Month							
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
1	Research Object Permit Application								
2	Research Object Approval								
3	Term of References Submission								
4	Advisory Lecturer Submission								
5	Preparation of Chapters I - III								
6	Proposal Submission								
7	Research Proposal Seminar								
8	Data collection								
9	Final Paper Preparation								
10	Final Test								

Source: Processed by the Writer 2021