

CHAPTER III

RESEARCH METHOD

A. Research Design

The research is using content analysis qualitative which has objective to analyze English for tour guiding material in tourism major. Content analysis falls in the interface of observation and document analysis. Kerlinger (1986) defined content analysis as a method of studying and analyzing communication in a systematic, objective, and quantitative manner for the purpose of measuring variables (B Devi Prasad , 1994: 3). This research will analyze of English for tour guiding materials to know about the appropriateness of the material that used in tourism major with Hutchinson and Ala Water criteria about ESP material.

Before analyze the material, first will be done an observation to get information about tourism major and English for specific purposes subject. After that the researcher get the book about English for tour guiding which has 2 materials about arrival and departure procedure. Then the researcher analyze the material based on ESP criteria especially based on Hutchinson and Alan water criteria. The researcher conclude the English for tour guiding material what the material match with the criteria that was mentioned.

B. Research setting

The setting of the study refers to the place and time to conducting the study. This study will be conducted at XII (twelve) grade of State Vocational High School Banjarmasin, South Kalimantan. This research will start from March 1st, 2016 until July 25th, 2016 which is about 5 months.

Based on the research the subjects are English for tour guiding material that used by teacher and tourism student grade XII (twelve) of State Vocational High School 3 Banjarmasin, South Kalimantan.

C. Source of Data

The data source of this study is collected from primary data. It is English for tour guiding textbook for twelve grade of vocational school which with the title "*Provide Arrival and Departure Assistance*". The researcher uses this book as her subject of study. The book contains of five sections. But for the material in section four. The material about arrival and departure procedure. The researcher collected the data by reading, understanding, analyzing and collecting the data from the book and library.

D. Data Collection Procedure

The process of collecting data always occurs in research. Consequently, it needs one or more kinds of methods that are used. There are some methods of collecting data namely test, interview, observation and documentation (Gay 1992:20). But for this research uses observation and documentation to collect data.

The data in this research were collected by reading, observing and identifying, directly the book included in the sample. The process of data collection was conducted through direct observation and identification of the content in sample page because they were directly visible and objectively identifiable. All sample data in descriptive study are mainly collected by reading, analyzing, and presenting systematically.

E. Data Analysis Procedure

1. Reading English for tour guiding material grade twelve that published by Indonesia Australia partnership for skill development. Researcher reads the material that was taught in tourism class. Then researcher identifies the content of English for tour guiding material from the view of syllabus using literacy approach.
2. Analyzing the data dealing with the problems that are going to be investigated. Researcher analyzes the data by dividing each materials into two part.
 - a. Subjective analysis, what realizations of the criteria do you want in your course.
 - b. Objective analysis, how does the material being evaluated realize the criteria.
3. Making conclusion based on the analyzed data. The researcher makes conclusion after analyzing the data English for tour guiding material has appropriate or not yet according to Hutchinson and Alan water criteria.