

## **CHAPTER III**

### **RESEARCH METHOD**

#### **A. Research Design**

In this research, the writer used descriptive qualitative data because the type of this research is Conversation Analysis (CA) which intended to analyze jargon that used by employees of Food and Beverage Service (FBS Division) at Aria Barito Hotel Banjarmasin. According to Sidnell (2010: 1), CA is an approach within the social sciences that aims to describe, analyze and understand talk as a basic and constitutive feature of human social life. Ary et al (2002: 565) state qualitative research is the study or analysis phenomena from the perspective of the human participant in natural setting without providing the predetermining hypotheses. Beside, Creswell (1997: 2) says qualitative research is an inquiry process of understanding based on distinct methodological tradition of inquiry that explore social or human problem. Phenomenological is a study which investigates various reactions to, or perception of, a particular phenomenon, the phenomenon is jargon (Frankle, 2006: 436). Therefore, in this research, the writer analyzed the conversation of the employees to get the data.

Qualitative research refers to research investigation of the quality of relationship, activities, situation, or material. It concluded that descriptive

qualitative is to define and describe what the phenomena that is analyzed by writer. In this research, the writer concluded that this research was conducted to understand and describe the jargons and meaning that used by employees of Food and Beverage Service (FBS Division) at Aria Barito Hotel Banjarmasin.

## **B. Research Setting**

The research took place at Aria Barito Hotel Banjarmasin, which is located at JL. MT. Haryono No. 16 Banjarmasin 70111. Aria Barito Hotel is a hotel with four stars qualifies. This hotel is very luxury with strategies location.

This research conducted on May until July 2016. It took two months for the writer to collect all detailed information including observation, interview with representative employees of FBS Division and collect all supporting data to complete this research.

## **C. Subject and Object of the Research**

### **1. Subject of the research**

The subject in this research is the employees of FBS division at Aria Barito Hotel Banjarmasin. They are consisting of one Food and Beverage Department Manager, one Head of F&B Outlets, two Supervisors and 10 waiters/waitresses.

## 2. Object of the research

The object of this research is jargons in conversation that used by employees of FBS division at Aria Barito Hotel.

### **D. Data and Sources of Data**

The data that is needed are audio recording, taking note and transcript of employees' conversation when they are on duty to find out the jargons and the meaning of jargons. The audio recording and taking note will be taken from while the writer is on job and the conversation is appropriate containing the jargons of FBS Division. Besides, the writer needs the result of interview to gain the functions of jargon in this division.

The sources of this data are ten waiters/waitresses, two supervisors, one head of Food and Beverage Outlets and one Manager of Food and Beverage Department. Then, audio recording and taking note. The last, all written reports and information related.

### **E. Data Collection Procedures**

In collecting the data, the writer applied data saturation technique. The writer stops collecting the first data if the point of view being investigated yields to repetitive result. To yield the second type of data, the writer interviewed the waiters/waitresses in regards to the jargon they use.

According to Ary et al (2002: 430) “there are three ways in collecting qualitative data; they are observation, interviewing and documenting analysis.”

The techniques of data collection that the writer uses:

1. Observation

The writer used participant observation, in which the writer way as the part or enrolled as the respondent. Participant observation extends beyond naturalistic observation because the observer is a “player” in the action. Observation is use for to get the jargons are used by the employees of FBS Division. Based on the observation, it can be found how they use jargon that they used while communicate each other (record/in note). The writer transcribed the recording and took notes from the conversation and utterance of the employees of FBS Division which considering as jargon, which relates to the problems and the purpose of the study.

2. Interview

Interview is asking the meaning of jargons from participant in a study. This technique is use for to know the meaning, if the writer does not know the meaning of those jargons.

### 3. Documentary

This technique is aim at looking for the data related to this research and for all written reports or documents such as description about research location and employee of FBS Division.

## **F. Data Analysis Procedures**

In processing data, the writer uses some techniques such as:

### 1. Editing

The technique is use in the purpose of examining all the collected data to make sure whether the data are already completed or not.

### 2. Coding

The writer classifies the data that had been edited in accordance to their kinds.

### 3. Data interpretation

The data are described by the writer's interpretation without changes means of the data.

After the data are collected and processed, the data is then analyzed into good hierarchy. The analysis helps the writer to highlight some important conclusion from this research. The conclusion are taken trough inductive way.

## G. Research Procedures

In research procedures, the writer directly observes to Food and Beverage Service (FBS Division) at Aria Barito Hotel Banjarmasin. Then, the writer has interview with the employee of Food and Beverage Service. Below is the table for research procedures:

Table 3.1 *Research Procedure*

No	Date	Schedule	Information
1	February 10, 2016	Go to Aria Barito Hotel Banjarmasin.	-
2	May 11-31, 2016	On the job training	Collecting the data by the recording or taking note
3	June 1-10, 2016	Transcription process	
4	June 15-30, 2016	Select the finding	
5	July 3, 2016	Interview with the employee of FBS Division at Aria Barito Hotel Banjarmasin	Collecting the information about the fuction of jargon in FBS Division

After all the obtained data are completed, the writer soon organizes them in the form of this study based on thesis writing and consultation with writer's advisors.