

CHAPTER III

RESEARCH METHOD

A. Research Design

This is a qualitative research. Qualitative research is a method of inquiry employed in many different academic disciplines, traditionally in the social sciences, but also in market research by the business sector and further contexts including research and service demonstrations by the non-profit sectors. The qualitative method investigates the *why* and *how* of decision making, not just *what*, *where*, *when*, or “who”, and has a strong basis in the field of sociology to understand government and social programs, and is popular among political science, social work, and special education and education majors.

According to Bogdan and Taylor, qualitative research defined research procedure which result of data descriptive as written or oral from people and adjective that is researched (Meleong, 2009, p.4).

The type of this research is field research which the writer comes to the research location directly to collect a number of data whose needed related to the statement of problem. The writer do observations during 3 days/3 times in public speaking class, interviews to the teacher and informants, and also uses the documents from research location to gain more information.

B. Research Setting

This research is conducted at *Lembaga Penelitian dan Pelatihan Keterampilan (LPPK) Lareca Aviation, Dahlia Street Gang Budaya RT.32 No.3 Banjarmasin*.

C. Subject and Object

- a. The subject of this study is the teacher of public speaking of *Lembaga Penelitian dan Pelatihan Keterampilan (LPPK) Lareca Aviation* Banjarmasin.
- b. The object of this study is the implementation of teaching public speaking.

D. Data and Source of Data

- a. Data

The data needed is the implementation of teaching public speaking for flight attendant (technique of teaching public speaking, media, material and evaluation the teaching public speaking).

- b. Source of Data

The data of this research were gathered from some sources as follow:

Respondents : The teacher of public speaking and the students at *LPPK Lareca Aviation* Banjarmasin.

Informants : Headmaster, Administrative staffs at *LPPK Lareca Aviation* Banjarmasin.

Documents : All of the important written reports which are needed in this research.

E. Techniques of Collecting Data

The techniques of data collection will be used in this study are observation, interview and documentary.

- a. Observation : This technique is used to get data about teachers and students in the class public speaking.
- b. Interview : This is used to obtain the data, to get the depth of detail from interviewee about the implementation of teaching public speaking for flight attendant at *LPPK Lareca Aviation* Banjarmasin.
- c. Documentary : This is used to obtain the data related to this research.

F. Technique of Data Processing and Data Analysis

- a. Technique of Data Processing

The researcher uses three techniques of data processing. The first is to list the data which researcher wants to analyze. The second is classifying the data found in *LPPK Lareca Aviation* Banjarmasin. The last is to analyze the data in order to answer the questions in problem statements.

- b. Data Analysis

After all of the data are collected and processed, the researcher classified them based on the problem statements, and then analyze them descriptively, so that all data can be used to answer the problem statements systematically. The data are analyzed to describe the implementation of teaching public speaking for flight attendant (materials, techniques, media, and evaluation) by teacher that are owned by *LPPK Lareca Aviation* Banjarmasin.