CHAPTER III

RESEARCH METHOD

A. Research Design

Based on the approach, there were two types of research design; quantitative and qualitative. However there was one type that came in between, or actually the combination of, qualitative and quantitate; which called mixed method analysis. In this research, the researcher used mixed method analysis. According to Ary (2010, p. 559), Mixed methods research combined both qualitative and quantitative approaches in in one research. The goal of mixed method was to combine both approaches in creative ways in order to reduce the weakness each approach has. Sugiyono (2010), as cited by Surpiyati (20, p.4) stated that the result quantitative approach was usually statistical and exact, whereas qualitative approach was more artistic and explanatory. And then, there was mixed-method, which combined both how qualitative and quantitative approached the research and outlines the result of research. Thus, mixed-method research was the research which took the techniques of both qualitative and quantitative research and attempted to gather the best result by combining them.

B. Research Setting

The research would conduct in PT. Arina Multikarya Banjarmasin, a branch of outsourcing company located in Banjarmasin, involving workers that work in the company whether they were in-house workers or under principal workers.

PT. Arina Multikarya was chosen by the researcher with several reasons. First, the field they handle were business and marketing field which was the main topic of this research. The other reason was because the company itself was an outsourcing company, which meant the company had connections to many other companies in the same field, which they called as principal. With the variety of different principals' connections, indirectly they had different ways of working for each principal, which also made the probability of needing English was wider than a company with little of variety of works.

The research happened in one month for collecting data and interviewing several willing workers about their thoughts of English in business fields.

C. Participants of the Research

The participants of this research were workers of outsourcing company Banjarmasin branch. The participants were chosen because of their work field mostly revolved around business field and marketing. On the other hand, the participants were transparent about the job they handle

which made it easier to know what kind of work they were doing and which work activity using English regularly. The participants were asked about their common personal data such as gender, age, job, and education. Whereas the objects of the research were English that is needed by workers based on their necessity, lacks, and wants.

D. Data

The data in this research mainly focused on the skills and experiences of participants, which were the workers that work in business and marketing field and their needs and wants of English related to their work. Whereas the primary source of the data was testimonies from workers that work in business field. The testimonies were being collected by questionnaire and interview with several workers.

E. Techniques Data Collection

As the data collected in this research is came from testaments of people that worked in marketing field, so the researcher used questionnaire and interview as the techniques of data collection.

The questionnaire would be in the form of Likert scale. Likert scale questionnaire was a five scale (or seven, depend on who made it how) which was used to know how much people agree or disagree with a topic that being asked, or stated. In this case, the researcher would use only up to five scales with options “very disagree”, “disagree”, “neutral”,

“agree”, and “very agree”. The questionnaires were divided into two parts. First part was to determine subjects’ strength and weakness in English based on their own opinion and feeling whereas the second part was to figure out subjects’ needs and wants in learning English for Business. For the questionnaire, the researcher gathered about 28 participants from the company and used Microsoft Excel to determine the result and percentages from Likert scale.

The number of participants that only reached 28 was due to how the company spreaded their workers into different stores and companies around the city and out of city. Thus, only six people truly stayed in the office while the others were rarely coming to the office, made the total of participants only said amount of people for the whole two months of research.

The researcher was using semi-structured interview. From Doyle (2020), semi-structured interview was an interview meeting in such casual situation, where the interviewer asking about the matter candidly, mostly impromptu, and not really rely on formalized form of interview, even though still followed the big list of questions.

The researcher provided 6 questions for semi-structure interview with PT. Arina Multikarya employees. However, not like questionnaire, the researcher only gathered six results of interviews from participants who were willing to do so. This was due to only workers that stayed in the

office were able to free more of their time whereas the other participants only came for little amount of time and were not able to be asked for interview. Thus, the researcher was only able to collect several interviews as the sample and representatives.

The interview was conducted directly by meeting participants in person in their office. The interview took around 10 to 15 minutes each respondent. This was because even though there are only 6 questions, the researcher and respondent somehow improvised the questions so the researcher was able to dig more information related to the questions.

F. Data Analysis

According to Arini (2018), there were five designs of mixed-method analysis. They were sequential explanatory, sequential exploratory, parallel, embedded design, and multiphase design. In this research, the researcher used the first designs, which is sequential explanatory. Sequential explanatory meant quantitative data was analysed first and then continued to qualitative analysis. In other words, the data gathered and described in quantitate way was being explain further using qualitative way. If seen in mapping way, it was like this:

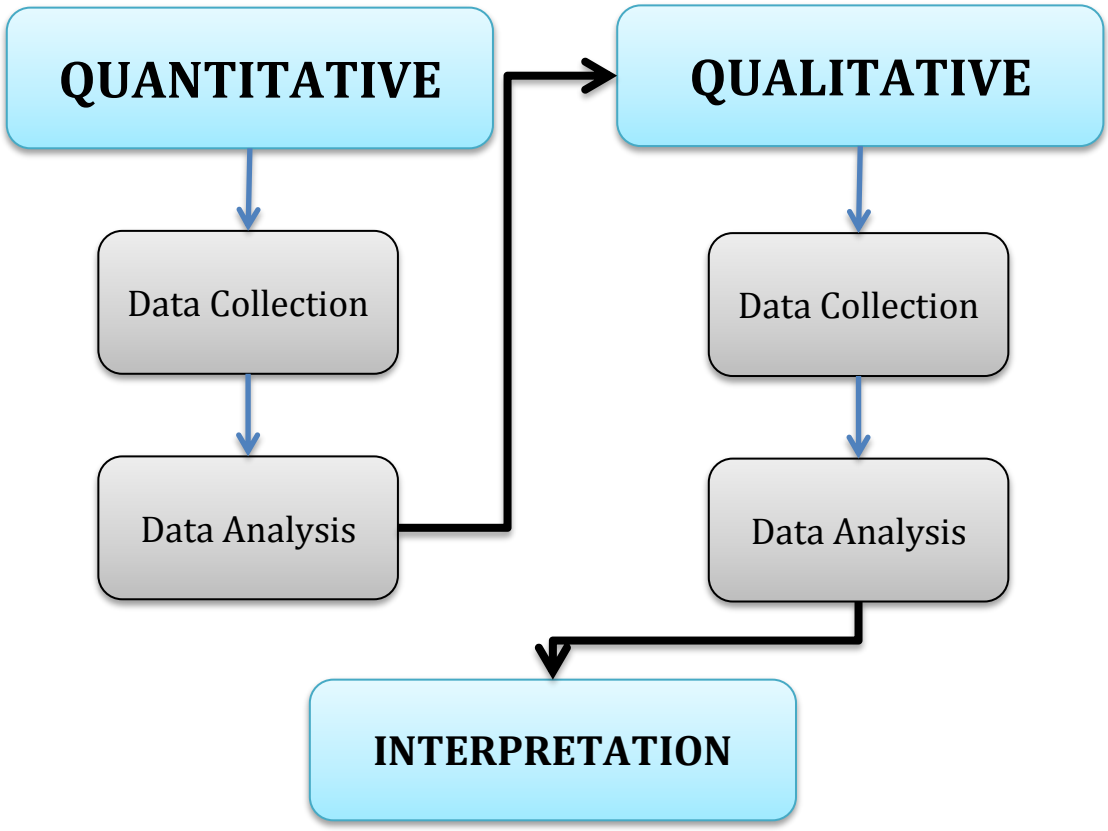


Figure 1: Sequential Explanatory Mixed-method Analysis

1. Quantitative

As mentioned above, the first thing to do in sequential explanatory method was by conducting quantitative data. The quantitative results were conducted first in order to have the qualitative data helped explain in more detail of the quantitative results. Thus, it was important to tie together or to connect the quantitative results to the qualitative data collection.

The very first thing to do was by sampling and deciding the setting of research. These both happened the same for qualitative

and quantitative steps. By sampling the subject and object of the research, the research would be more focus and to the point of the research questions. After sampling data the next thing to do was data gathering. The data gathered for quantitative step was in the form of questionnaire. The researcher reduced the data into the skills related to English language learning. Then, the reduced data was displayed in the form of questionnaire for quantitative step. The questionnaire was divided into two parts, which both parts using Likert scale. First part was to know the participants' skill and knowledge in English, whereas the second part had function as consideration of participants' wants and needs in Business English learning that still tightly related to their job. After that, the data was analysed in the form of chart and percentage.

2. Qualitative

After analysing quantitative data, the next thing to do was conducting qualitative step. In this step the data from quantitative method would be explained deeper with additional information from different research techniques.

As the sampling and setting had been done at the same time, in this step the researcher went straight to reduce the data by dividing it into several points, like the importance of English, the effort of learning English, the influence of English, and so on.

After that, the data that had been reduced was displayed in the form of questions for semi-structure interview. Here the questions were expected to increase because its purpose was to dig more information and explanation from the participants. The method of interview was also semi-structured interview which opened many possibility of impromptu questions related to the main questions. After conducting the data, the researcher analysed the data narratively and explanatory.

After both quantitative and qualitative steps were done, next was conclusion drawing and validity. By drawing the conclusion it meant evaluate the result of the research and how it answers the research questions. The data collected was analysed separately based on the method and conclude the result each. The result was calculated by analysed the percentages of the answer for each questions in questionnaire. After the questionnaires part was done analysed, the answer from interview was analysed and outlined using qualitative descriptive method. After that, the conclusion was selected and described based on which result answer the research questions.