

CHAPTER III

RESEARCH METHODS

3.1 Design research

The word of Research is from English language *re*, which mean repeat or do again and *search*, which mean looking for or finding out Research is the activity of looking for the result of some problem systematically (Subagyo,2006). According to Narbuko (2008,p:1-2) research is the activity of looking, finding, formulating, and analyzing the data report to found the results.

Design research is the set of procedure to test the predicted relationship among natural phenomena, the design issued such as the relevant variables are to be defined, measured, and related to one another. There are two kinds of methods, qualitative and quantitative.

3.1.1 Qualitative research

According to Creswell qualitative can be defined as an inquiry of understanding a social human problem, based on building a complex, holistic picture, formed from words, reporting detailed view of informant, and conducted in a natural setting.

3.1.2 Quantitative research

According to August Comte (1798–1857), quantitative research is research that basically build of valid science from experience and reason. Quantitative data usually is about number and percentage number conclusion.

In this research the researcher will use qualitative research method. The researcher wants to analyze the innovative of Balinese culture as an entrepreneur character and the Balinese ambience that applied in the Lumbung Resto and Cafe. The variables of this research are Restaurant ambience (atmosphere and culture) factors and Entrepreneur characters. These variables are only measures by qualitative range or dimension. Qualitative is use to analyse the significant relation between the ambience in thematic restaurant and the customers visitation at Lumbung Padi Resto and Cafe.

3.1.3 Research Subject

The subject of this research is the restaurant it self, which mean is Lumbung Resto and Café. Lumbung Resto and Café is located in West Surabaya area. This restaurant is a thematic restaurant, which is adopted the Balinese culture as the concept. This statement will be analyze and explain by the researcher in this research.

3.2 Types of data

In this research, the writer will use two types of data, primary and secondary data. Those tow data types has different definition, the differences will be explain by the writer.

1. Primary data: primary

According to “Business Research Method” (Soedijono,2008), Primary data is data source directly from original or first source. Primary data is an

opinion from individual or group subject and it can be taken by interview, questionnaires, and direct observation. .

In this research the writer will use interviewing the owner of Lumbung Padi Resto and Café, observation, and interview the guests. Because this type of data is more expensive and time-consuming, the data has to be collected to analyse. This type of data obtained from direct observation through interviews and observation in self

2. Secondary data

Secondary data is a data that has been previously collected by the organization its self or it already exists. And the information that collected for supporting the primary data of the study research. Beside that secondary data can be taken indirect from books, journal, internet, books, etc.

3.3. Data Collecting Procedure

Data collecting procedure basically is an operational activity to understand the real meaning of research (Metode Penelitian, p.37). According to Creswell (1994: 150-151) based on qualitative data types so there are four types of data collection, among other things: observation, interviews, documents, audiovisual equipment. On the basis of this writer procedure to classify the collection of information (data) into three types, namely: observation, interviews, documents, Questioner, audiovisual equipment, while the authors refer to as data collection tools. Furthermore, each data collection procedures that used by the writer are discussed in terms and characteristics.

1. Questionnaire

Questionnaire is a list of questions that should be answer by the respondent and be taken back by the researcher. Questionnaire is consists of:

- a. Preface for regulation of how to fill the questionnaire.
- b. Identity part for fill the identity of respondent such as name, age, gender, etc.
- c. The content part is questions list that should be fill in.

2. Interview

According to Prabowo (1996) “interview is a method of collecting data by asking respondents in orally of something to someone, the interview will be direct from the interviewer to the correspondent. In this study, interviews will be conducted using interview guides.”

According to Faisol (1990:63): there are few kinds of interview theory, but from the classification of types, which are:

a. Individual Interview

An interview is used to obtain information from one person about particular situations, problems or topics. The interview can be structured or semi-structured.

b. Structured Interview

Structured interview is an interview conducted by systematically asking some questions and questions have been prepared previously.

c. Semi Structured Interview

The semi-structured interview uses open-ended questions to explore broad issues in a non-directive, non-threatening manner.

d. Un-structured Interview

Unstructured interview is an interview by asking a few questions more widely and freely without being tied down by the array of questions that have been prepared in advance; usually the question arose spontaneously in accordance with developments in the situation and conditions when conducting interviews. This technique is expected to occur with direct communication, supple and flexible and exposed, so that the information obtained more numerous and widespread.

e. Open Interview

This technique is used to obtain information freely with good and true from the other person, because it begins with openness and candour that the researcher wanted some information from respondents.

f. Telephone interview

Telephone interviews are like face to face interviews in that they are a one-on-one method for gathering information. They are used often in highly structured surveys to gather non-sensitive responses to questions that require specific, tightly focused questions. They can also be used to validate information gathered by written

surveys and questionnaires and for follow-up to focus groups and face-to-face interviews.

g. Interview Informant

Interviews with informants as a department put, because the data and information obtained influences the quality of research results, the informant or respondent as a determinant, for which the researchers also placed the informant or respondent as a co-researcher (spouse or colleague) researcher.

On this occasion, the researchers revealed frank intent and purpose of research, also some expectation from the informant.

h. Group Interview

A focus group is a group interview with approximately 4 to 10 participants. A skilled facilitator leads the discussion. It is used to gather, in a short time, valid information from members of the target population (such as subject matter experts) familiar with a problem or situation.

Researcher use qualitative approaches, methods and techniques, interviews, research observations, (non-participant observation).

The interview that the researcher uses is the interviews that are more flexible and open. The interview was not standard or unstructured interview is an open situation that contrasts with the standard or structured interviews are closed, the interviewer is

allowed to use alternative questions are judged suitable for the particular respondent and a specific question.

3. Observation

In addition to interview, this research also conducted observational methods. According to Nawawi & Martini (1991) observation is the systematic observation and recording of the elements that appear in a symptom or symptoms in the object of research.

According to Patton (in Poerwandari 1998) describe the purpose of observation is the setting studied, the activities that took place, people involved in activities, and the meaning of events, viewed from their perspective was evident in such events observed. One thing that is important, but often forgotten in the observation, is observing things that did not happen. There are four types of observation:

a. Direct observation

Direct observation is observation without transparent media and the researcher observes directly to the research object.

b. Experimental observation

Experimental observation is based on researcher experience and experiment to manage the effect of research in order to in line with research purpose by observe inside the research object.

c. Participant observation

Participant observation is observation by doing same activity and feeling the same thing with the research object. There are few types of this observation:

1. Participate in full (the complete participant)

Observers in this case becoming a full member of a group that was observed, meaning that researcher joined in full or become a full member in the group observed by the researchers. Thus, researchers can obtain whatever information they need, including a secret.

2. Actors as well as observers (the participant as observer)

Researchers do not fully become a member of the group were observed (e.g. honorary member), but still can perform the function of the observation. Secret things can still unknown.

3. As an actor and the observer (the observer as participant)

The role of analysis is open to the public, because all sorts of information include the secret can be easily obtained.

4. Full observers (the complete observer)

Usually this happens on the observation of a laboratory experiment using one-sided glass. Researchers freely observe clearly the subject from behind glass, was the

subject did not know whether they were being watched or not.

d. Group observation

Group observation is to observe some object in the same time.

4. Documentation

Documentation is using for historical data research. Documentation method usually use for history, sociology, and anthropology research. The data is a document of autobiography, memorial, diary, clipping, government letter, film, photo, etc. There are two types of documentation:

a. Personal document

Personal document is somebody written notes about the activity, experience, response, and trust. The example of personal document such as: diary, personal letter, and autobiography.

b. Official document

Official document is divided by two, intern and extern document. The example of official document such as: memo, instruction, organization regulation, etc.

Researcher use qualitative data analysis collection procedures by directed interview for prepared the questions list and continue by detail interview to find more information about research object to respondents. Researcher also uses direct observation for this research to observe the ambience that based on Balinese culture at the restaurant.

3.4 Validity technique

In this research, method procedure that use by the writer as data validation is triangulation. Triangulation is a technique that checks the validity of data that take advantage of something else outside of that data for checking purposes or as a comparison to data. Triangulation is the use of more than one method or source of data in the study of a social phenomenon so that findings may be cross – checked (Bryman,2008,p:379). There is limitation of research validity in the Qualitative research in Tourism and Hotel Management major. The limit is using Triangulation technique by multiple observers, theoretical perspectives, source of data, and methodologies (Denzin,1970:310).

According to Patton (in Sulistiany 1999) there are four kinds of triangulation as inspection techniques to achieve legitimacy, namely:

a. Data triangulation

Uses various data sources such as documents, archives, interviews, observations, or also by interviewing more than one subject which is considered Natural life Green world different viewpoints.

b. Observer triangulation

The existence of an observer outside researchers who helped examine the results of data collection. In this research, case studies supervisors to act as observers (expert judgment) that provide input on the results of data collection.

c. Theory triangulation

Using various different theories to ensure that the data collected was entered query. In this research, various theories have been discussed in chapter II to use and test the data gathering.

d. Triangulation method

Using various methods to investigate a matter, such as interviewing and observation methods. In this study, researchers conducted an interview method that is supported by observation method at interview is done.

In this research, the researcher use triangulation method as data validity procedure. Because its supported an interview method while the observation method is done. This will help the researcher to analyze and gain information which is creating a valid results or research.

3.5 Data analysis technique

According to Bungin (2001), there are three types technique to analyze the research data:

a. Explorative

Analyze data with explain the theory at first, explain the research problem, and then give an ideas.

b. Descriptive

Analyze data with the description of specific prediction of certain things that related with the problem research.

c. Comparative

Analyze data by comparing the research result and the theories to create a solution of research problem or to create new theory for solve the research problem.

In this research the writer chooses explorative and comparative. Researcher will analyse the data in this research use exploration technique which is explain the theory and the problem at first, and also comparative technique to compare between the theory and the results that researcher found during the research and find the solution of the problems. Those techniques will help the researcher to analyze the connection between each theory and the problems that applied at the restaurant. So, the research will explain more details what is culture and the side of Balinese culture, which is limited to the ambience aspects that the restaurants has applied. And those aspect related to one of the entrepreneur characters called innovative, which is impact the customer's visitation at Lumbung Resto and Cafe.

