CHAPTER III

METHODOLOGY

This chapter included the research design, data and data sources, data collection procedure, and data analysis procedure.

3.1 Research Design

This study was explored by the content analysis approach. Content analysis is a standard methodology in the social science for studying the content of recorded human communications such as modules, websites, paintings, and laws. Content analysis is a research technique for making replicable and valid interference from texts (or other meaningful matter) to the contexts of their use (Krippendorff, 2004: 18).

Moreover, Bernard Berelson defined Content Analysis as "a research technique for the objective, systematic, and quantitative description of manifest content of communications" (Berelson, 74). Content analysis is a research tool focused on the actual content and internal features of media. It is used to determine the presence of certain words, concepts, themes, phrases, characters, or sentences within texts or sets of texts and to quantify this presence in an objective manner.

In conducting the content analysis study, Wilkinson (2000) proposed five steps. First, 'conducting the problem in the study for questions emerging', this step was already done by the writer in Chapter 1. Second, deciding the data which will be analyzed, this was also done and would be described further in the following

subchapter. Third is, constructing the categories of coding procedure. Fourth, conducting the content analysis, this means that a specific measurement has to be selected in analyzing the data. Fifth, interpreting the findings, this would be presented in chapter 4.

3.2 Data and Data Sources

The data sources of this studyareboth on an interview and the government policy SKKNI No. 57/2009 as well as the theory as guiding. The interview was the structured interview as mentioned by Judith Bell (1987). The format of the interview was a bit similar to questionnaire however this instrument could gather more opinions from the respondents.

Date of Interview:	Name of Respondent:
Venue:	Position
Topic:	
Questions: 1. 2. 3.	Answers: 1. 2. 3.
Interpretation:	

Table 3.1 Interview Sheet

The data of this study are statements of rules that gained from SKKNI, statements of theory that gained from selected Textbook, and statements of expertise that gained from the interview.

Theory of Guiding	Result of Interview	SKKNI No. 57/2009 (Tour Guide)
A tour guide needs to do the duties on:	A data from a guiding lecturer; the data can be interpreted as:	Competence Elements: PAR.UJ03.043.01 "BerkomunikasisecaralisandalamBahasaInggrispadating katOperasionalDasar"

Table 3.2 Data of the Study

3.3 Data Collection Procedure

In collecting the data, the writer firstly, selected the suitable respondents for interview in order to get the reliable and valid data about the competences. After selecting the respondents, the writer interviewed the respondents based on the structured form of interview using cue card and recorder and then being classified in order to get the information needed. We can gather information about learners' needs through different media (Hutchinson and Waters 1987:58; Palacios Martínez 1994:143): surveys, questionnaires, interviews, attitude scales, intelligence texts, language tests, job analyses, content analyses, statistical analyses, observation, data collection, or informal consultation with sponsors, learners and others. Next, the writer selected the suitable book of tour guiding entitled "PemanduWisataTeoridanPraktik" and the government policy of tour guiding in a form of SKKNI no.57/2009. Next, the writer analyzed the book and the policy. Next, the writer collected the result of the interview and the result of document analysis to make an identification of the competences of tour guiding before it is put into analysis table.
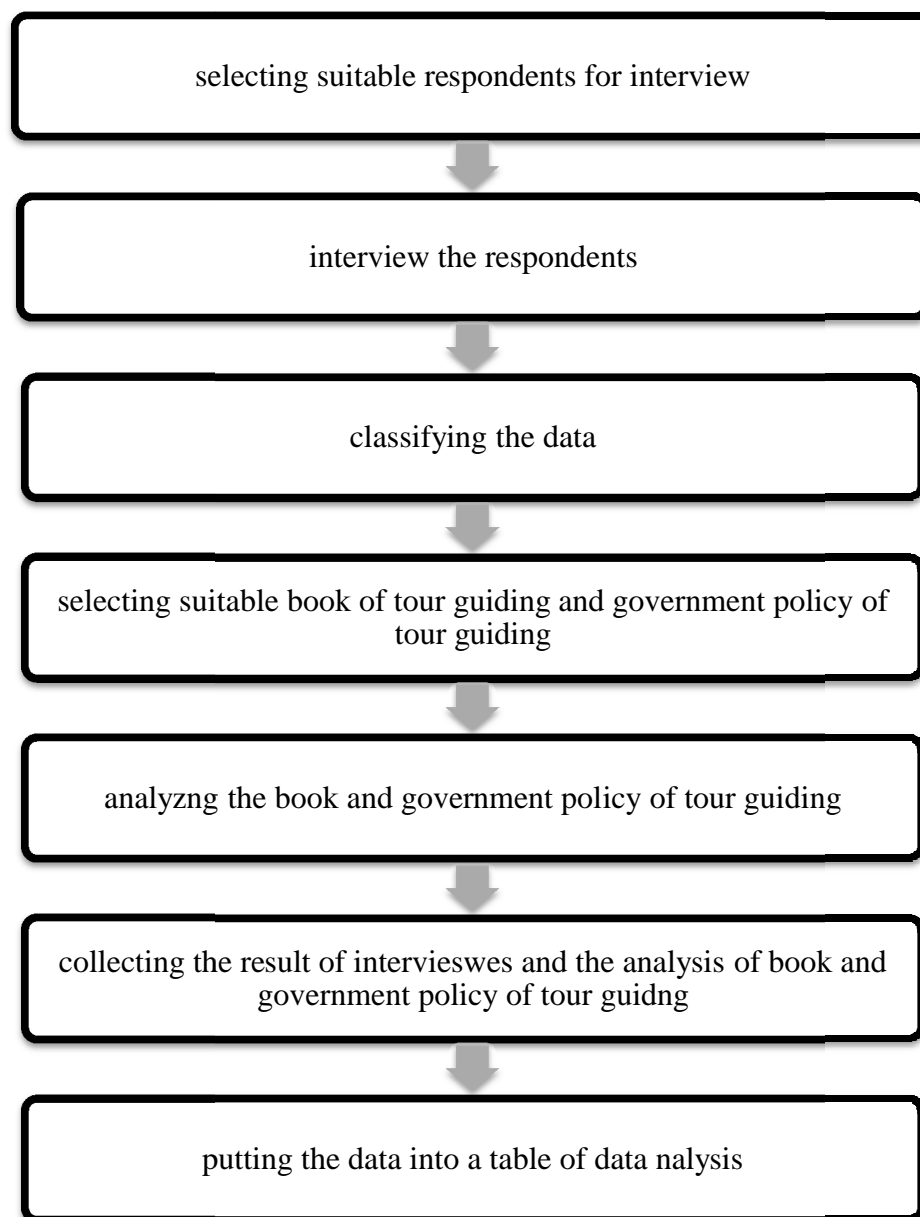
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┌─────────────────────────────────────────────────────┐
│        selecting suitable respondents for interview   │
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┌─────────────────────────────────────────────────────┐
│              interview the respondents                │
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┌─────────────────────────────────────────────────────┐
│                 classifying the data                  │
└─────────────────────────────────────────────────────┘
                          ↓
┌─────────────────────────────────────────────────────┐
│  selecting suitable book of tour guiding and government policy of │
│                     tour guiding                      │
└─────────────────────────────────────────────────────┘
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┌─────────────────────────────────────────────────────┐
│   analyzng the book and government policy of tour guiding │
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┌─────────────────────────────────────────────────────┐
│  collecting the result of intervieswes and the analysis of book and │
│           government policy of tour guidng            │
└─────────────────────────────────────────────────────┘
                          ↓
┌─────────────────────────────────────────────────────┐
│       putting the data into a table of data nalysis   │
└─────────────────────────────────────────────────────┘
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Figure 3.1 Data Collection Procedure

3.4 Data analysis Procedure

In analyzing the data, the writer categorized both the result of the interview and critical analysis of documentinto attitude, knowledge, and skills before it is being classified using a table that will cover the analysis of the responsibilities and competences in tour guiding.After classifying the data, the writer elaboratedit as an

interpretation of the findings in further discussion, and determine what points should be put in a high attention as the conclusion.

Table tour guiding responsibilities

Theory of Guiding	Result of Interview	SKKNI No. 57/2009 (Tour Guide)
A tour guide needs to do the duties on:	A data from a guiding lecturer; the data can be interpreted as:	Competence Elements: PAR.UJ03.043.01 "BerkomunikasisecaralisandalamBahasaInggrispadating katOperasionalDasar"

Table 3.3

Table a set of competence

Attitude	Knowledge	Skills
A tour guide needs to greet and introduce him/herself to the tour group	A tour guide needs to know and give information about the tourism itself. The place, the history of the place, and the geographical site of the place	A tour guide needs to note the tour booking by the tourist either direct or by phone and the schedule plans and arrangements on specific tour

Table 3.4

Table Text Types

Transactional function	Interpersonal function	Functional function	Competences
		Report	Attitude: Knowledge: Skills:

Table 3.5

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│                                                     │
│         categorizing the data through a table        │
│                                                     │
└─────────────────────────────────────────────────────┘
                         ▼
┌─────────────────────────────────────────────────────┐
│                                                     │
│              classifying using a table               │
│                                                     │
└─────────────────────────────────────────────────────┘
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┌─────────────────────────────────────────────────────┐
│                                                     │
│  elaborating the data into an interpretation to be put on chapter 4  │
│                                                     │
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┌─────────────────────────────────────────────────────┐
│                                                     │
│       determining what points should be put on chapter 5       │
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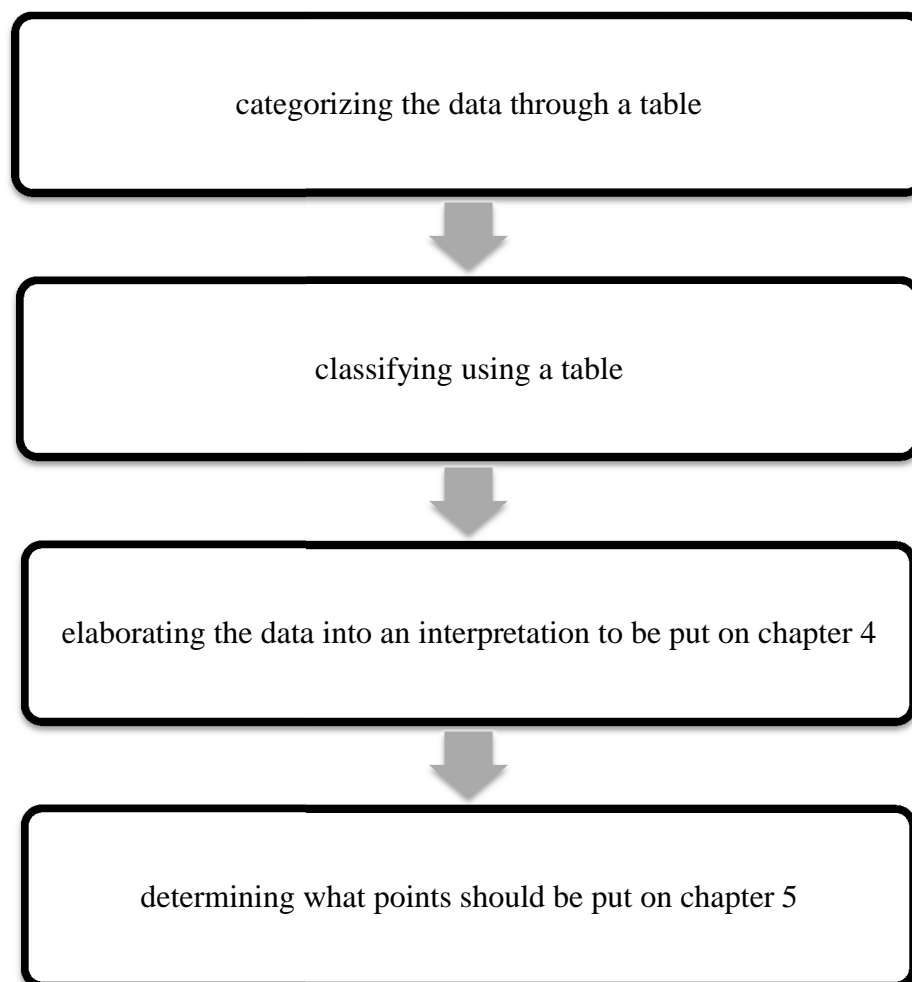
Figure 3.2 Data Analysis Procedure