

CHAPTER 3

RESEARCH PROCEDURES

3.1 Research Method

This research used the Case Study method. Yin (2014) acknowledged that case study research is a linear but iterative process and has provided a six-stage conceptual depiction of the various stages involved in case study research: plan, design, prepare, collect, analyze, and share, with arrows among these stages.

3.2 Setting and Participants

The participants of this research were native English speakers. P1. Patrick Robins (32th), London, United Kingdom. P2. Jack Burrows (35th), Geraldton, Australia. P3. John Mason (50th), Queensland, Australia. In terms of collecting the data, several interviews were conducted in the tourist areas of Pangandaran and Batukaras as a sample of the places that have been observed.

3.3 Data Collection

Recorded conversations are the primary data of this research, and the data were collected from the participants through interviews. In terms of interviewing all the participants, this research also designed an interview guideline based on the theory of “The One-to-One Interview” developed by Ryan F. et al. (2009). The results of the interviews were recorded and transcribed.

This research conducted several interviews focusing on English proficiency of public services, based on “The Communication in Social Work” framework by Lishman (1994).

A. Building and Maintaining Relationships:

Genuineness : Genuine responses require confidence in the worker's ability to be in touch with one's feelings and those of others and feel comfortable with them.

Warmness : Warmth is conveyed by frequent smiling, eye contact, leaning forward, and the absence of finger-tapping.

Encouragement and Approval : All the statements convey a clear/explicit positive message of approval or encouragement.

Responsiveness and Sensitivity : In general, this behavior did not appear distracting or inattentive but seemed to convey alertness and responsiveness.

B. Helpful and Effective Communication:

Helpful Communication : This subject can be in the form of exchanging data, information, suggestions, or input that creates interpersonal relationships.

Effective Communication : Effective communication can be continuous communication between individuals.

3.4 Data Analysis

The data were qualitatively analyzed by using thematic analysis. Braun & Clarke (2006) developed the following steps:

A. Familiarizing the data: The researcher transcribed the data from the audio recording and re-read the data to minimize the error.

Data Transcribed
P1. <i>"So far, the communication is brilliant. I have no problem communicating with any of the services or any local people (public services). Everyone seems to speak very good English."</i>
P2. <i>"Okay, let say, some of them have a lot more information because they are having more experience than the others, but I have to say this, maybe some people with English particular field, like they did</i>

<p><i>not have any experience then the actual activity itself then like they not give us much information as maybe they should.”</i></p> <p>P3. <i>“Some have excellent English communication, a lot of young surfers here, their communication is excellent. I want to say their communication is better than the people in a hotel and the food staff, you know, just around here, not in Java in general, but in surfing areas their communications are excellent.”</i></p>
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Table 3.1 Sample of Data Transcribed

- B. Generating initial codes: The researcher highlighted the data related to the topic of the research. By doing this step, the researcher made it easier to analyze the data.

Data	Initial Codes
<p>So far, the communication is brilliant, I have no problem communicating with any of the services or any local people (public services), and everyone seems to speak very good English.</p> <p>More to learn because I guess they are not using (Writing) every day, if they using (Writing) every day, than off course, they will continue to develop.</p>	<p>Speaking, Writing</p>
<p>Sometimes, there are those that are quite confident, and then there are those maybe lack of the ability to speak, like for example, they get nervous, but I think when you get nervous just make it more difficult, it’s hard to explain, like if you are comfortable with speaking, much easier for you.</p> <p>The body language? Yeah, good question. I don’t think so, no one ever have a body language that is straightening or unfriendly, so I think it’s being open and nice.</p>	<p>Confidence, Body Language</p>

Okay, let say, some of them have lot more information because they are having more experience than the others, but I have to say this, maybe some people with English particular field, like they didn't have any experience than the actual activity itself then like they not give us (foreign tourist) much information as maybe they should.	Content Knowledge
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Table 3.2 Generating Initial Codes

- C. Searching for themes: The researcher grouped the data in a particular classification that made them easy to analyze.

Proficiency	Qty.
Speaking, Writing	10
Confidence, Body Language	26
Knowledge	4

Table 3.3 Searching for Themes

- D. Reviewing the themes: The researcher reviewed the quality of the themes by checking the usefulness, boundaries, sufficiency, and coherence.
- E. Defining and naming themes: The researcher defines what the theme is for each data that has been highlighted.

a.	Communication Aspects: Contains speaking and writing as essential skills in communication for public services.
b.	Psychological Aspects: Related to the mental (self-confidence, anxiety, fear) and body language (facial expression, emotional display and physical appearance) in providing services.
c.	Content Knowledge Mastery: How far public services understand their task as public services.

Table 3.4 Defining and naming themes

- F. Producing the report: The researcher reports what has been gained from this research.

3.5 Research Schedule

No.	Activities	Jun. 2022	Jul. 2022	Aug. 2022	Sep. 2022	Oct. 2022	Nov. 2022
1.	Submission of Research Topic						
2.	Research Topic Approval						
3.	Writing Proposal						
4.	Proposal Approval						
5.	Proposal Examination						
6.	Conducting the Research						
7.	Writing The Report						
8.	Comprehension Examination						
9.	Final Thesis Examination						

Table 3.5 Research Schedule