

CHAPTER THREE

METHODOLOGY

This chapter describes: (1) the subjects, (2) the materials, (3) the procedures used in the collection and analysis of the data, and (4) the data analysis.

3.1 SUBJECTS

This study aims to analyze garment merchandisers' needs, problems, and wants concerning English communication at William Connor and Vision Garment. All the five merchandisers in both companies had received a Bachelor's Degree except one who had got a Diploma. Three of them got textile and garment backgrounds from university with little knowledge in English; one merchandiser graduated from accounting and another one majored in English. All merchandisers and bosses were female.

3.2 MATERIALS

The investigation was performed to acquire information about garment merchandisers' needs, problems and wants concerning English communication at William Connor and Vision Garment where only a few merchandisers work in each place, so a qualitative research was designed for in-depth information. In order to collect in-depth information, a set of interview questions was constructed as the instrument. According to Rogers and Bouey's research in 1996 (as cited in Oka & Shaw, 2000, p. 5) "Without a doubt, the most utilized data collection method in qualitative research studies is the interview."

The interview questions were gathered from some relevant questionnaires and previous research as a guideline to collect related information. A pilot test was not conducted and originally the interview questions consisted of very in-depth details but they were reviewed by the advisor and were shaped and developed to be semi-structured interviews.

The final interview questions were semi- structured and the content was classified into four parts. The details of the each part are as follows:-

Part 1: The garment merchandisers' background information, for example, sex, age, major area of study, years of experience in this company and years of experience in the garment business.

Part 2: The merchandisers' needs concerning English communication at the workplace; for example, the level of bosses' satisfaction with staff's performance in each skill, how to improve it, and which English skill is the most important for the staff's performance in the work place and why.

Part 3: The merchandisers' problems concerning English communication at the work place; for example, how well the staff performs each skill in the work place and what she should do to improve it; which English skill does the staff have the most problem with in English communication during work.

Part 4: The merchandisers' wants regarding training for English communication, for example, which skill they want to train in the most, and which English skill is the most important for them in the work place.

3.3 PROCEDURES

On Feb 23, 2008, interviews were done at Vision Garment with two merchandisers and the boss. On April 11, 2008, interviews were done at William Connor with three merchandisers and the boss.

After the interviews, the data were organized and checked for completeness and categorized for data analysis as follows:

3.3.1 Merchandisers' background

3.3.2 Merchandisers' problems in the view of the boss, that lead to merchandisers' needs.

3.3.3 Merchandisers' problems in the view of the merchandisers, that lead to merchandisers' wants.

3.3.4 The most important skills for merchandisers.

3.4 DATA ANALYSIS

The qualitative research which involved in-depth data collection was designed to understand garment merchandisers' behavior and investigate the reasons behind, for instance, why each English skill was important and how to improve the skill. Data

were categorized into patterns as the primary basis for organizing and reporting results rather than numerical or statistic results. The process of data analysis is as follows:

3.4.1 Organizing the data

3.4.2 Grouping categories

3.4.3 Evaluating the data for their usefulness and relevance to the interview questions

3.4.4 Searching for alternative explanations

3.4.5 Writing the report

Some data analysis was executed while interviewing the merchandisers and the bosses, otherwise the decisions would not be able to be made on what questions to ask next in the conversation. In qualitative research, performing data analysis while collecting data is called the "principle of interaction between data collection and analysis" (Erlandson's research in 1993, as cited in Oka & Shaw, 2000. p. 7)

The data analysis was performed on the single source itself or confirmed by at least two sources. The analysis was clear, according to a simple decision rule given by Miles and Huberman's study in 1994 (as cited in Oka & Shaw, 2000, p. 7) that is "two confirmations and no contradiction" (p. 131). For example, merchandisers' problems are collected from the boss and the merchandisers and combined or compared for the result.