

CHAPTER THREE

METHODOLOGY

To implement the survey, this research employed a questionnaire to obtain the general data and in-depth interviews were conducted later in order to find out further the reasons behind the questionnaire output which could show view points of the subjects towards the English program that they perceived desirable. This chapter will clarify how the survey was conducted including definition of the subjects, the materials, procedure and the data analysis.

3.1 SUBJECTS

The subjects of the study were office personnel in the Business Development section which is a unit under the Supply Chain Division of the DHL Company. There were eight persons working in the department excluding the senior manager. These eight office personnel were regarded as the population of the survey research who shared the same business environment. The department functions in multinational business environment; therefore, the subjects tended to possess English fluency enough to work effectively in the company. The management reports that the capability to communicate effectively within the company and with other parties concerned with their business is a must to fulfill the job requirements. Almost all subjects had solid education background by attaining the highest education level at graduate degree and the only undergraduate subject had stayed in an English speaking country for more than one year.

3.2 MATERIALS

To collect the data on the needs analysis as perceived by the subjects, the researcher designed questionnaires based on a pre-interview with the management; therefore, the English usage that would appear in their business interactions with the concerned parties were put in the questionnaire to measure the usage frequency in order to get the result that would benefit the English course that would be designed later. The questionnaire was comprised of four different parts as below:-

- General background of the subjects-this part was designed to gather personal information of the subjects. General background concerns their ages, year of experience, year of learning English and their past education which are inter-related. Those factors also affect the possibility of English language mastering by the subjects. The subjects would check on the information that fit with their background and the data was counted in frequency and percentage, then afterward displayed in tables to show the analysis of the data.
- The second part of the questionnaire was their English background which is aimed to assess English background that would affect their English proficiency, including how they feel towards their own English and if they need additional English courses. The subjects would check on yes / no questions and the data would show the frequency of the subjects who agree or disagree with the questions.
- The next part was designed to measure the needs to develop English fluency of the four skills. This part gave equal proportion to each skill by asking for the same reasons why those skills were needed to be improved. The subjects were given Likert's scale questions presenting a range of agreement level to the questions as follow:-

4 – Strongly agree

3 - Agree

2 - Disagree

1 – Strongly disagree

The middle range was eliminated to avoid indecisive subjects.

- The last part was to assess the needs of improvement on functions of English. The functions were divided into four parts up to the skills used to perform those functions. The subjects would check on Likert's scale of how frequent those functions were performed. The range of the scale was as below:-

4 – Most frequent, 76-100% of the function performed in a week.

3 – Frequent, 51-75% of the function performed in a week.

2 – Occasionally, 26-50% of the function performed in a week.

1 – Hardly ever, 0-25% of function performed in a week.

3.3 PROCEDURES

3.3.1 RESEARCH DESIGN

The questionnaire was developed at the beginning by studying the operations of the Business Development Department of the company DHL, which was the target of the study. The management of the department gave some background of the department and how the subjects did on their English performance. Then the questionnaire was designed and distributed to the subjects. The data collected was analyzed to show frequency count and percentage. After the information was interpreted, there was an in-depth interview to be treated with the subjects. Three of the subjects were selected for the interview which would reveal more on the needs of English language courses making the data attaining from the questionnaire become more precise.

3.3.2 DATA COLLECTION

There were two steps of collecting the data. The first step was distributing the questionnaires to all the subjects and allowing them 10 to 15 minutes to complete. Three sets of questionnaire were collected the same day that they were given to the subjects and the other five sets were collected the day after because five subjects were not in the office on the day the questionnaires were distributed. The week after questionnaires collection, three subjects were interviewed to explain further their perceived needs of English language.

3.4 DATA ANALYSIS

The data collected was put through statistics software to obtain frequency count and percentage which could be analyzed to get the interpretation of the data. The

statistical instruments were employed with each section of the questionnaire as follows:-

Part 1: frequency count and percentage were applied to display the data on how many of the subjects fell into each category of the alternatives under the questions.

Part 2: frequency count and percentage were employed to assess the agreement or disagreement with the questions on English background. Frequency and percentage would give tendency of how fluent the subject would be if they mostly agree to the questions.

Part 3: Frequency count was utilized to show the perceived needs on language skills improvement of the population. The data would show the level of agreement towards the needs to improve the four language skills and some reasons on how the skills would benefit their work.

Part 4: Frequency count was used to measure how often some functions of English were used as it would best describe the responses since they were merely eight persons and the number itself is enough to give the picture of the needs of the target subjects. The frequency of the functions used by the subjects would give an English course designer some language usage that should be put into English courses and indicate the contents demanded by the learners.

In summary, this chapter has shown the description of the subjects, the materials employed in the study, the procedure on how the study was carried out, and how the data was analyzed. In the following chapter, the results of the study will be presented.