CHAPTER III

METHOD

In this chapter the writer discusses method of research, place of research, technique for collects data and technique for analysis data.

3.1 Method of Research

Based on the explaination and research fields, the method that is used by the writer final report is descriptive method. According to Sugiyono (2010:11) descriptive method is the way of research conducted to determine the value of an independent variable, either one variable or more (exogenous) without making comparisons or connecting with other variables. The purpose of this study is to present a profile or clarify relevant aspects to the phenomenon from the perspective of the individual, organizational, industry and other aspects. However, the writer uses this method to describe the facts of tourism objects based on the data that the writer has got.

3.2 Place of Research

The place of this research is in Pagar Alam city. It is located in South Sumatera, Indonesia. It can be reached about 6-7 hours from palembang by bus or private car and about 35-45 minute by plane.

3.3 Technique For Getting Data

In this report the writer collected the data by using observation and interview

3.3.1 Observation

In observing the field location, the writer observed **Pagar Alam** as the tourism destination by using the theory of spillane (1994) with five elements (attractions, facilities, infrastructure, transportation and

hospitality), Medlik and Meddleton with 3A (attraction, accessibilities and amanities) and Maryani (1991) with five elements (what to see, what to do, what to buy, how to arrive and where to stay).

3.3.2 Interview

Interview method is one of the common methods of data collection were used to obtain the data in the form of verbal description of a particular speaker. According to Walgito (1987) interviewing is a method to get in touch directly via the data with informant/face relations. Based on the technique in interviewing, the writer used flexibility as the technique of interviewing. It meant that the writer asked the questions that matched with the condition at the time of the interview directly.

The writer asked the questions about five element from Spillane's theory, there are attractions, facilities, infrastructure, transportation and hospitality. First of all, the questions about attractions in Pagar Alam. In attractions, there are four kinds of attractions such as, natural attractions, cultural attractions, historical attractions, and handmade attractions. The second is facilities, the questions are about the provided facilities in Pagar Alam. The third is infrastructure, the questions are about the infrastructure are provided in Pagar Alam. The fourth is transportation, the questions are about the access of transportation to used by local or foreign tourists. And the last is about hospitality, the questions are about the realtionship between local people and tourists.

The writer interviews the head of tourism and culture Department of Pagar Alam city about those questions above.

3.4 Technique for analyzing data

According to Sugiyono (2006, p. 275) data analysis is the process of systematically searching and compiling data obtained from interviews, field and documentation, by way of organizing data into catagories,

translating into the unit, compiling into a pattern, chosing which ones are most important, important, less important and make the conclusion to be understood by oneself or others casely.

The writer would analyze the data of interview and observation descriptively and in detail about Pagar Alam city. The writer used a camera to do the observation directly and a recorder to interview the head of culture and tourism Department of Pagar Alam city. According to Sugiyono (2008:05) descriptive research is conducted to determine the value of an independent variable, either one or more variables (independent) without making comparisons or connect with other variables