

## **CHAPTER III RESEARCH METHODOLOGY**

### **3.1 Type of Research**

This study employs a descriptive qualitative approach, which is considered appropriate for research that seeks to explore perceptions and experiences in depth (Silverman, 2022). According to Syawalina (2025), descriptive qualitative research is suitable for capturing tourists' views based on their direct experiences without relying on numerical measurement. In line with this view, the present study focuses on understanding how foreign tourists perceive the use of English in tourism services in Yogyakarta through their real interactions with service providers.

Rather than emphasizing statistical analysis, this study prioritizes the interpretation of meaning derived from tourists' experiences (Aspers & Corte, 2022; Sulistyawati & Halili, 2023). As noted by Sulistyawati and Halili (2023), qualitative approaches in tourism-related language studies allow researchers to examine how language use is perceived and experienced by tourists in authentic service encounters. This perspective supports the use of a qualitative framework in examining English communication within tourism services.

The descriptive qualitative approach also enables the analysis of narrative data, such as online reviews, which reflect tourists' opinions, impressions, and evaluations of service quality. Syawalina (2025) argue that narrative data provide rich insights into tourists' perceptions because they are based on personal experiences and spontaneous expressions. Through this approach, the researcher can interpret how English proficiency influences tourists' comfort, understanding, and overall travel experience.

Therefore, adopting a descriptive qualitative approach allows this study to present a contextual and realistic picture of foreign tourists' perceptions of English usage in tourism services in Yogyakarta. As emphasized by Sulistyawati and Halili (2023), such an approach is effective in revealing nuanced perceptions that may not be captured through quantitative methods. The findings of this study are expected to contribute to a deeper understanding of language use in tourism services and to provide practical insights for improving English communication in the tourism sector.

### **3.2 Data Source**

The data for this study were obtained from online reviews written by foreign tourists about tourism services in Yogyakarta. These data were collected from reviews published between 2020 and 2025 on several global travel and accommodation platforms, including Agoda, Google Maps, TripAdvisor, and Booking.com. The selected platforms were chosen because they provide a wide range of user-generated content from international tourists, allowing the researcher to access diverse perspectives and authentic experiences related to tourism services.

The selected time range (2020–2025) was determined to ensure that the data reflect both recent and relatively consistent tourist experiences over time. By including reviews from different years, the researcher is able to observe patterns in tourists' perceptions of English communication, as well as identify whether similar issues or positive experiences persist across different periods. This approach also helps strengthen the credibility of the data, as it does not rely solely on reviews from a single year.

Furthermore, the reviews were specifically selected based on their relevance to the research focus. Only reviews written in English by foreign tourists were included in the dataset to ensure that the data directly relate to international visitors' perspectives. The selected reviews primarily contain comments regarding English communication, clarity of information, and the English-speaking ability of tourism service providers. These aspects are considered important because they reflect how effectively tourism staff are able to interact with foreign tourists in real service situations.

By focusing on naturally occurring online reviews, this study is able to capture authentic and spontaneous expressions of tourists' experiences without researcher intervention. As a result, the data provide a realistic representation of how English is used in tourism services and how it is perceived by foreign tourists in Yogyakarta.

These reviews are selected because they reflect tourists' real experiences and opinions regarding the use of English during their interactions with tourism service providers. Only reviews written in English by foreign tourists are used to ensure relevance to the research focus. The data mainly concern tourists' comments on English communication, clarity of information, and the English-speaking ability of tourism service providers.

### **3.3 Data Collection Technique**

The data were collected through document analysis of online reviews written by foreign tourists. Document analysis is chosen because it allows the researcher to systematically examine existing texts that reveal travelers' experiences and perceptions (Morgan, 2022). Online reviews are considered valid sources of qualitative data because they are created naturally by tourists based on real experiences, without

researcher interference (Riswanto & Kurniawan, 2023).

The data collection procedure was conducted in three systematic steps. First, the researcher identified online travel platforms featuring user reviews for tourism services in Yogyakarta, including accommodation, attractions, and tour services. Second, the dataset was filtered to include only reviews written in English by foreign tourists during the 2020–2025 period. Finally, reviews containing direct qualitative feedback regarding English communication, language accessibility, or service interactions were compiled as the primary textual data for analysis.

This technique aligns with qualitative methodologies that use document analysis to explore authentic perceptions from naturally occurring texts (Merriam & Tisdell, 2020). It fits the descriptive qualitative approach because it allows the researcher to interpret the contextual meaning of tourists' experiences rather than relying on numerical measurements.

### **3.4. Data Analysis Technique**

Data analysis in this study is conducted using thematic analysis, a method that identifies, analyzes, and reports patterns or themes within qualitative data (Braun & Clarke, 2021). Thematic analysis is appropriate for this study because it helps reveal recurring perceptions, opinions, and attitudes toward the use of English in tourism services. The analysis process follows Braun and Clarke's (2021) six-phase thematic analysis framework:

#### **1. Familiarizing with the Data**

In the first stage, the researcher reads all the collected online reviews several times in order to become familiar with the data. During this process, the researcher

pays close attention to the content of the reviews and begins to identify statements related to English communication in tourism services in Yogyakarta. The researcher also makes brief notes and highlights parts of the reviews that are considered relevant to the research focus.

## **2. Generating Initial Codes**

After becoming familiar with the data, the researcher begins to identify important statements within the reviews. The researcher then assigns initial codes to meaningful parts of the data. These codes represent key ideas or issues mentioned by the tourists, such as clarity of English communication, friendliness of staff, or difficulties in understanding English.

## **3. Searching for Themes**

In this stage, the researcher examines all the initial codes that have been generated and starts grouping similar codes together. The purpose of this step is to identify broader patterns or themes that appear in the data. These potential themes reflect different aspects of foreign tourists' experiences related to the use of English in tourism services.

## **4. Reviewing Themes**

After identifying the potential themes, the researcher reviews them by comparing the themes with the original data. This step is conducted to ensure that the themes accurately represent the data collected from the online reviews. If necessary, some themes are revised, combined, or removed in order to better reflect the research focus.

## **5. Defining and Naming Themes**

In this stage, the researcher further analyzes each theme to clearly define what it represents. The researcher then assigns appropriate names to each theme so that the

meaning of the theme can be easily understood. Each theme represents an important aspect of how foreign tourists perceive English communication in tourism services.

## **6. Producing the Report**

In the final stage, the researcher presents the results of the analysis in the findings section. Each theme is explained in detail and supported by excerpts from the online reviews. These findings are then interpreted to explain how foreign tourists perceive the use of English in tourism services in Yogyakarta.

### **3.5 Trustworthiness of the Data**

To ensure the quality and credibility of the findings, the researcher applies several measures. First, data selection is carried out carefully so that only relevant reviews are included. Second, coding is conducted systematically during the analysis process to reduce subjectivity. Third, the researcher uses direct quotes from the reviews to support identified themes, strengthening the connection between data and interpretation. Using authentic text data and systematic analysis like thematic analysis helps ensure that the findings are credible and grounded in real participant voices (Nowell, 2017).

### **3.6 Ethics**

This study follows established research ethics by relying solely on publicly available online reviews written by foreign tourists. The research does not involve direct interaction with participants, interviews, or the collection of personal data. As a result, the study focuses on naturally occurring data that reflect tourists' experiences in an open online setting.

Even though the data are accessible to the public, ethical responsibility is still taken seriously. No usernames or identifying details of the reviewers are mentioned in

this study in order to respect individual privacy, in line with ethical guidance for online research (Kozinets, 2010). To further protect the reviewers' identities, pseudonyms in the form of codes (e.g., T1, T2, T3) are used when presenting the excerpts. The reviews are used strictly for academic purposes, and all excerpts are presented accurately without changing their original meaning. Following the ethical principles outlined by the British Educational Research Association (Association, 2018), this study emphasizes transparency, confidentiality, and responsible use of data throughout the research process.