

## **CHAPTER III**

### **RESEARCH METHOD**

#### **A. Type of Research**

Objects and purposes of research will affect the determination of research type that will be used. According to the research questions and purposes of the research, the type of research used in descriptive research type using qualitative approach.

The purpose of descriptive study is to provide a researcher with histories or to describe relevant aspects to concerning phenomena from a particular person, organization, orientation, industry or other entity (Sekaran, 2007; 159).

The presentation of data from a qualitative descriptive study involves a straight forward descriptive summary of the informational contents of the data that is organized in a logical manner. How the data are organized depends upon the researcher and how the data were rendered. For example, data presentation can be arranged by: time of occurrence; categories/subcategories; actual or reverse chronological order of events; most prevalent to least prevalent themes; moving from a broad context of an event to a more narrow context (i.e. specific cases); or, describing an event from the perspective of more than one participant. The outcome is the production of a descriptive summary of the selected event(s) organized in such a way that the findings will be presented, in the most relevant

manner, for the audience for whom it was written (Qualitative Descriptive Research: An Acceptable Design, 2012:256).

In summary, a qualitative descriptive approach needs to be the design of choice when a straight forward description of a phenomenon is desired. It is an approach that is very useful when researchers want to know, regarding events, who were involved, what was involved, and where did things take place. If the study had overtones of the other qualitative research methods, those overtones need to be described, instead of incorrectly naming the research approach used by another method (i.e., phenomenology, grounded theory, ethnography). Researchers will indicate their studies used a grounded theory, ethnographic or phenomenological approach when, in fact, and the design was actual qualitative descriptive (Qualitative Descriptive Research: An Acceptable Design, 2012:256).

In this research, a qualitative approach is utilized since such approach fits perfectly for identifying management of recruitment and selection with exploring in detail about the topic and using in depth interview. Descriptive research aims to solve problems that describes on the condition of object/subject, and is also based on reality or actual condition as is during the execution of this research.

## **B. Research Focus**

Determination of research focus is necessarily required to assist research implementation to be more organized and may lead to success.

Research focus is also required by the researcher to simplify determination of data used in the research. Research focus is a determination of a problem to be the main concern or focus of this research. In order to obtain a valid data, consistency is necessarily required since it will be a guideline for the researcher in conducting research.

This research studies on the management of process of recruitment and selection in small and medium scale family business. Focus of this research includes:

1. To identify skills and qualities that Golden MM, Omah Kentang and Rotterdam Bakery as SME seeks from the applicant.
2. To identify the recruitment methods used at Golden MM, Omah Kentang and Rotterdam Bakery as family-owned SME.
3. To identify the selection methods used at Golden MM, Omah Kentang and Rotterdam Bakery as family-owned SME.
4. To identify how Golden MM, Omah Kentang and Rotterdam Bakery as SME assess the possession of skills and qualities within the recruitment and selection.
5. To identify the challenges faced in the process of implementing recruitment at Golden MM, Omah Kentang and Rotterdam Bakery.
6. To identify the challenges faced in the process of implementing selection at Golden MM, Omah Kentang and Rotterdam Bakery.

### **C. Location of the Research**

Location of the research refers to location chosen by researcher to collect data and directly involved in the field so that researcher may obtain information in the form of valid data. Location of this research took place in Golden MM retail store of which the official address is on Jl. Hasanuddin 29, Omah Kentang restaurant on Jl. Arjuno 23 and Rotterdam Bakery on Jl. Gajahmada 12. All places is located in Batu. This locations is selected according to multiple considerations, among others are:

1. There is an interest from the researcher to Golden MM, Omah Kentang and Rotterdam Bakery which is considered as one of family businesses in small and middle scale.
2. Each location has been established more than two years, which is considered to have a systems that has been structured and already running for more than a year.

### **D. Type(s) of Data Source**

In this research, the types and sources for data comprise of:

1. Primary Data

Primary data is a data obtained directly from research informants which is generated through one-on-one direct interview from the original source conducted to three informants in each enterprises, the total informant is nine persons, i.e., the each owner of Golden MM, Omah Kentang and Rotterdam Bakery, each Operational Manager or

someone who has responsibilities to control the activities and lower level employee. Primary data may come up in the form of subjective opinion (by person) individually or in group, result of observation on an object (physical), phenomena or activities and testing results. This research utilized triangulation method which refers to a method used in a qualitative research to examine and determine validation by analyzing multiple perspectives. Triangulation method used in this research is data triangulation. Researcher used various types of data source and evidence from different situations. There are three subtypes in this research, i.e., person, time and space.

## 2. Secondary Data

Secondary data is a data comes up in the form of evidence, record or historical report organized in an archive (documentary data) both published and not published. Secondary data that shall be obtained in this research is data taken indirectly from data source in the form of profile of Golden MM, Omah Kentang and Rotterdam Bakery, employees data obtained from official documents and archives and also comes up in the form of relevant photographs at Golden MM, Omah Kentang and Rotterdam Bakery which support the implementation of employee selection and recruitment program, organizational structure, and method and procedure of employee selection and recruitment implementation process.

## **E. Data Collection Technique**

In this research, data collection technique utilized by the researcher consists of several types defined as follow:

### **1. Interview**

Data collection about employee selection and recruitment at Golden MM, Omah Kentang and Rotterdam Bakery to head of each SME, operational director and the employee which are all related to the research. The total of informant is nine persons. Data collection using this technique aims to collect as many information as possible by asking several questions orally done by the researcher himself to each informants who directly related and relevant to this research by referring to interview guidelines as prepared in prior. The original language used in the interview (the questions and answers) is in Bahasa Indonesia and for the academic purpose the results is translated to English.

### **2. Documentation**

In this step, the researcher sought for and studied the documents related to the focus of studied problems, i.e., documents that come up in the form of activities procedure or report files containing official policy/rules implemented by Golden MM, Omah Kentang and Rotterdam Bakery regarding employee selection and recruitment process.

### **3. Observation**

In this stage, the researcher utilized data collection method via direct observation or scrutinized and direct review in the field/research location of which the researcher should be present in the location of research. The researcher used the types of observation of non-participant where the researcher is not directly involved in the activities which were going to be examined, and separately positioned himself as an observer. In this case, the researcher only acted as audience without necessarily required to directly involve himself in the activities in the particular field. From the result of the research, there will be obtained a clear description or image on the specified problems and probably also some hints on the solving solutions. Therefore, it is clear that the purpose of the observation is to obtain various concrete data directly from the field or premise of research.

#### **F. Research Instrument**

Research instrument utilized in this research involves several things as follow:

1. **Research Records**

Research record is the main auxiliary tools in conducting this research. The first form of record comes up in the form of field record. Field record is recorded during the time the research is conducted and contains fundamental specifics of research findings. This record comes up in the form of brief and not systematically record, yet this is

essentially important since this record is considered as the main result of research activity.

## 2. Interview guideline

Interview guideline refers to materials used for interview conducted with the informants using interview guideline. Several questions asked by the researcher to the head of Golden MM, Omah Kentang and Rotterdam Bakery and interview guideline consist of:

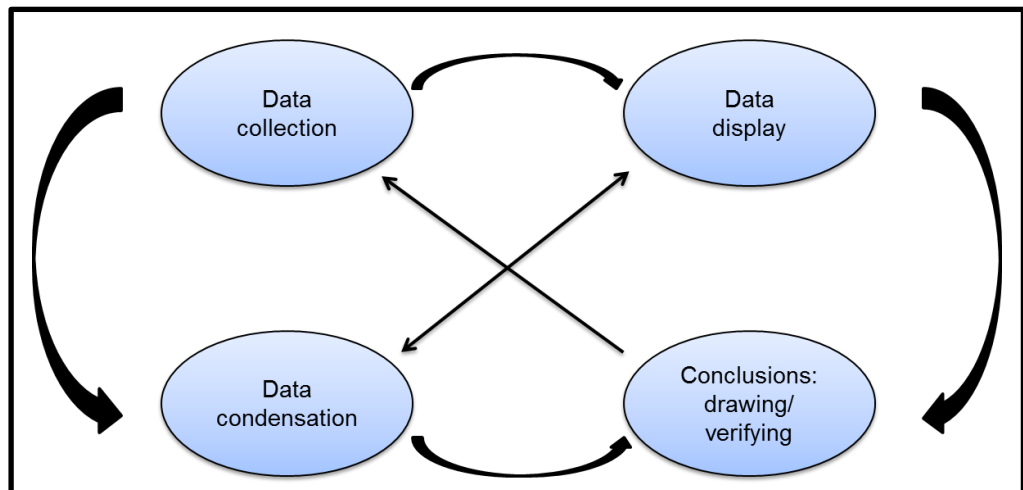
- a. General description of the company including history of the company, location of the store or company, total number of employees and the organizational structure of the company.
- b. Recruitment (purposes of conducted recruitment, methods of conducted recruitment, and policy of recruitment implemented by the company).
- c. Selection (purposes of conducted selection, policy of selection implemented by the company, criteria for passing selection process).

## **G. Data Analysis**

Writing technique is conducted using data reduction and verification method, using qualitative approach of the data obtained in the location of research (field data) which are specified in a complete and detailed report. Miles and Huberman (2014:11-12) stated that field report shall be reduced, summarized and selected for the fundamental specifics, focusing only on



important matters, then its theme or pattern shall be sought. Data reduction runs continuously during the process of this research. In the period of data collection, a step defining data reduction is conducted subsequently by making summarize, coding, tracking for theme and creating clusters and writing a memo. Verification process is also conducted continuously during the period of research, i.e., since the beginning of the time the researcher was involved in research location and during the process of data collection. The researcher attempted to analyze and seek for meanings from the data he obtained.



**Figure 3.1 Data Analysis Components: Interactive Model**  
(Source: Miles and Huberman, 2014)

Several steps taken by the researcher to analyze the data obtained are described as follow:

1. Collecting primary data obtained from research interview on:
  - a. Recruitment process involving the aims of recruitment, plans of recruitment, methods of recruitment, policy of recruitment and implementation of recruitment.

- b. Selection process consists of the aims of selection, policy of recruitment, implementation of recruitment, and selection passing criteria.
2. The primary data used in this research is also categorized into particular sections in detail and systematically according to the focus of this research.
3. Collecting secondary data may come up in the form of total number of employees, company profile, organizational structure, methods and procedures of implementation process of employee selection and recruitment from the accountable documents and archives of the company.
4. Arranging and presenting data in detail and in brief according to the research results generated by the researcher.
5. Results of data analysis and presentation done shall provide a conclusion followed by provision of several useful suggestions.

This research also use triangulation for the data validation. Bogdan and Biklen (2006) stated that triangulation is a powerful technique that facilitates validation of data through cross verification from two or more sources. By combining multiple observers, theories, methods, and empirical materials, researchers can hope to overcome the weakness or intrinsic biases and the problems that come from single method, single-observer and single-theory studies.