

CHAPTER III

THE RESEARCH METHOD

A. Type of Research Method and Research Resources

The reasearch type of this thesis is including Empirical research that describes the state as well as the phenomena about the situation that accours, then the type of research is a type of qualitative research , this research can also be said as a sociological research is a careful study done with a direct path to the field.

B. Research Location

This research will be held at the Namira Sharia Hotel in Pekalongan. As for the timing of the impelementation of this research will be carried out from April 2018.

C. The Subject and Object of Research

1. Subject of research

The subject of the research is something that has data on the variable examined.¹ Qualitative researach that is the subject. People who can be used as data source to obtain information, including Executive Secretary hotels (representing hotel manager), staff at the Namira Sharia Hotel in Pekalongan, and consumer/guess hotel.

¹ Lexy J, Moleong, 2010, *Metodologi Penelitian Kualitatif*, Bandung, Remaja Rosdakarya, p.34.

2. Object of Research

The object of the research is something that is a staple of the attention of a research². The object of the research referred to in this research is the application of sharia principle on Namira Sharia Hotel in Pekalongan.

D. Data Source

The data is a set of facts or evidence gathered and presented to a particular puposed. The source of the data used in this study consists of primary data and secondary data.

1. The Primary Data Source

Primary data is the data that comes from an original sources which are generally first referred to as a resource person, in techical terms the respondents³. Obtaining primary data in this study was conducted through interviews with the Namira Sharia Hotel in Pekalongan which include Executive Secretary Hotels (representating the manager of the hotel), a hotel employee and consumer/guess hotel. Consumer who made a source of research and able to observe Hotel both in terms of the application of Sharia principles of Sharia Business ventures.

2. Secondary data source

²Suharsismi Arikunto, 1989, *Prosedur Penelitian Suatu pengantar*, Jakarta, Bumi Aksaara,p. 91.

³Sugiyono, 2008, *Metode Penelitian Kuantitatif, Kuantitatif dan R&D*, Bandung, CV Alfabeta,p. 96.

Secondary data is data that is obtained through other parties, not directly obtained by researchers from research subject (such as literature, journals or data related to the research objectives and complement).⁴Secondary data sources in this study were obtained from the literature, reading and documentation of Namira Sharia Hotel in Pekalongan which are relevant to this study.

E. The Method of Data Collection

In this study there are several methods for data collection, including:

1. Method of Interview

The interview is a method of activities performed to obtain information directly with questions to reveal the informer directly.⁵ this interview conducted with various parties who have been selected as information at the same time as the source data you want to be revealed. These include Executive Secretary information hotels (representating the hotel manager), staff and consumer/guess Namira Sharia Hotel in Pekalongan.

2. Method of Documentation

The search method is a method of documentation data about things or variable in the form of notes, transcripts, books, minute of

⁴Sarwono, 2012, *Metode Riset Skripsi Pendekatan Kuantitatif Menggunakan Prosedur SPSS*, Jakarta, PT Gramedia,p.37.

⁵Sarifudin Azwar, 2010, *Metode Penelitian*, Yogyakarta, Pustaka Pelajar,p.91.

meetings, agenda and other.⁶ This method is implemented by way of finding data that comes from the books, agendas, transcripts and other documents belonging to Islamic Namira Sharia Hotel in Pekalongan. It is meant to obtain data and information that pertains to the hotel as a complement to other data gathering techniques in obtaining data.

F. Data Analysis Method

The research used qualitative descriptive analysis method, i.e., what is revealed by the informant is writing or oral, and also the behavior of a real researchers and studied as a whole. Data analysis performed is usually an manual.⁷ These data in the analysis so that reseachers will describe everything about the business ethics of Islam and application of Sharia based Hotel Business of organizaing guidelines according to what is heard and seen without it. The data analysis tools in this research is qualitative data analysis descriptive, i.e., the presentation of data in the form writings and explain what its in accordance with the data obtained from the results of research. Stages that are conducted are as follows.⁸

1. Collects data that is derived from the results of the interview and study of documentation.
2. Clarify the data by grouping the material data obtained from the results of the interview and study of documentation.

⁶I Gusti Bagus Rai Utama dan Ni Made Eka Mahadewi, 2012, *Metodologi Penelitian Pariwisata dan Perhotelan*, Yogyakarta, Andi Offset,p.52.

⁷Haris Herdiansyah, 2010, *Metodelogi Penelitian Kualitatif*, Jakarta, Salemba Humanika,p. 48.

⁸Haris Herdiansyah, 2010, *Metodelogi penelitian Kualitatif*, Jakarta, Salemba Humanika,p.334.

3. Editing by reviewing data collected through the techniques used then conducted research and examination of truth and repair when there is an error.
4. Present data that have been described are then given verbal explanations and descriptions based on logical thinking, as well as provide argumentation.