CHAPTER III
METHODOLOGY AND DISCUSSION

A. Research Design

This research is qualitative research. Denzin and Lincoln in Newman and Benz define qualitative research as,

“Qualitative research is multimethod in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them. Qualitative research involves studied use and collection of a variety of empirical materials – case study, personal experience, retrospective, life story, interview, observational, historical, interactions, and visual texts – the described routine and problematic moments and meanings in individuals’ lives.” (Newman & Benz, 1998)

Qualitative research is used in natural settings to make sense of phenomena. It means that qualitative research involves studied use and collection of a variety of materials, i.e. case study, personal experience, retrospective, life story, interview, observational, historical, interactions, and visual texts. Patton in Newman and Benz define qualitative data as,

“Detailed descriptions of situations, events, people, interactions. Observed behaviors, direct quotations from people about their experiences, attitudes, beliefs, and thoughts and excerpts or entire passages from documents, correspondence, records, and case histories” (Newman & Benz, 1998)

The data collected by interviewing the informants who are relevant with the title and the problem statement investigation. In this case, the informants are the officers of the International Office and the overseas students of Sebelas Maret University. According to Kartono in Zulfikar and Udiantara, “interview is face to face situation which is attempted to collect information by asking some information orally and to be answered orally” (Zulfikar & Udiantara, 2014) . I interviewed the 20 informants during the research.

B. Data Analysis
After collected the data by interviewing the informants, I did the next step namely data analysis. Technique of data analysis is using the interactive models of analysis by Matthew (Lee, 2005), i.e:

1. Data Reduction

Data reduction is selective processes, focus, simplification, and abstraction of the rough data shown from the data in the field. This data reduction is executed when the research took place, it helps me to focus on the main problem. In this step, I focused on the data that had been taken by interviewing the informants.

2. Data Presentation

Data presentation is used to connect the information of the organization with the data in the field. The data presentation helps me to understand the situation happens in the field and what kind of action should be taken before. In this step, I connected the data with the information of the organization. Then, I took some actions to understand the situation of the data.

3. Data Verification

Data verification is a process where in the data is checked for accuracy. I started to collect the data; this is the time when I understands about the use of the research notes’ such as; policies, patterns, quotes, stable configurations and prepositions. Then I will draw the conclusion. The conclusion will be verified during the research. In this step, I checked the data to make sure that the data is ready to be used. I took some notes or pattern to support the data.

C. Source of Data

This research has two categories of informants based on the criteria mentioned before, i.e:
1. The Internal Informants

The data were collected by interviewing the internal informants. The internal informants were the International Office’s Officers. The purpose of interviewing the internal informants are to describe and to know the objectives of the City and Culture Orientation program. The data of the internal informants can be seen on table 3.1.

<table>
<thead>
<tr>
<th>Name</th>
<th>Sex / Code</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sulistyo Joko Wahyudi</td>
<td>Male / INF1</td>
<td>ST. as IT and Database Assistant Staff</td>
</tr>
<tr>
<td>Riski Anugrah Murti Dewi, S.E.</td>
<td>Female / INF2</td>
<td>International Student Service Task Force Staff</td>
</tr>
</tbody>
</table>

2. The External Informants

The data were collected by interviewing the external informants. The external informants were the overseas students of Darmasiswa program, AIMS program, and KNB. The purpose of interviewing the external informants are to know their satisfaction level and their perception of City and Culture Orientation program. The data of the external informants can be seen on table 3.2.

<table>
<thead>
<tr>
<th>Name</th>
<th>Sex / Code</th>
<th>Country</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Etzigueri Gorgora Ubeda</td>
<td>Female / INF 3</td>
<td>Meksiko</td>
<td>Darmasiswa</td>
</tr>
<tr>
<td>Eugenio Rubio Ortiz</td>
<td>Male / INF 4</td>
<td>Meksiko</td>
<td>Darmasiswa</td>
</tr>
<tr>
<td>Lukas Cafourek</td>
<td>Male / INF 5</td>
<td>Ceko</td>
<td>Darmasiswa</td>
</tr>
<tr>
<td>Mamirina Fenitra</td>
<td>Male / INF 6</td>
<td>Madagaskar</td>
<td>Darmasiswa</td>
</tr>
<tr>
<td>Rakotoarisoa</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mariam Hajeearwae</td>
<td>Female / INF7</td>
<td>Thailand</td>
<td>Darmasiswa</td>
</tr>
</tbody>
</table>
D. Interview Result

In this step, I interviewed the informants one by one. The focus of this research is to know the customers’ satisfaction level toward City and Culture Orientation program provided by the International Office of Sebelas Maret University.

I interviewed the internal informants’ opinion about the definition of the City and Culture Orientation program. The result of the interview can be seen in table 3.3.

1. What is the definition of the city and culture orientation?

Table 3.3 The Result of Interview with the Internal Informants (Part 1)

<table>
<thead>
<tr>
<th>INFORMANT</th>
<th>STATEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>INF 1</td>
<td>“City and Culture orientation itu bagian dari orientasi untuk mahasiswa asing, jadi memang ada orientasi kampus, juga ada unsur</td>
</tr>
</tbody>
</table>
akademik dan pengenalan kampus. Mungkin untuk mahasiswa lokal cuma itu saja, untuk mahasiswa asing ditambah dengan pengenalan kota dan budaya.”

(City and Culture Orientation is a part of orientation for the overseas students. There is an orientation hold by the university, including academic and campus identification. Maybe it just for the local students, for the overseas students is adding with city and culture identification)

INF 2

“City and Culture Orientation adalah program pengenalan kota dan budaya yang dirancang oleh International Office UNS bagi mahasiswa asing dan memandirikan mereka agar segera beradaptasi dengan lingkungan di Solo.”

(City and Culture Orientation is a city and culture identification program provided by International Office UNS for the overseas students to help them adapt the society of Solo well)

Based on the statements above, it can be concluded that city and culture orientation program is the program that was provided by the International Office to help the overseas students adapt with college life in Sebelas Maret University. Besides, they also learn about culture of Solo city.

Next, I decided to know the internal informants’ opinion about the purpose of City and Culture Orientation program. The result can be seen in table 3.4.

2. What is the purpose of the city and culture orientation program?

Table 3.4 The Opinion of Interview with the Internal Informants (Part 2)
INF 1

“Tujuannya adalah 1 minggu pertama di kota solo, mereka sudah bisa adaptasi. Selain itu juga untuk memperkenalkan mereka tentang kota solo, mulai dari transportasinya, tempat makan, ada apa saja di solo yang berkaitan dengan kebutuhan mereka selama di sini, dan tentang budaya yang ada di solo.”

(The purpose is for their first week in Solo, they already have to adapt to well. Besides, introduce them about Solo city, such as transportation, food court, and anything which is related with their needs while living in here, and about the culture of Solo)

INF 2

“City orientation

- Memperkenalkan kota Solo kepada mahasiswa asing dan memandirikan mereka agar segera beradaptasi dengan lingkungan di Solo.

(Introducing Solo city to the overseas students and helping them adapt with the environment of Solo well)

Culture orientation


(Introducing the culture and tourist attraction in Solo. Indeed the culture of Solo is multi-cultural. The existence of Cetho Temple is a realization of the various religion life in Solo)
Based on the statements above, it can be concluded that the purpose of this program is to introduce the college life at Sebelas Maret University to the overseas students. Then, they also get additional information about culture, social life, and tourist attraction of Solo city.

Next, I interviewed the external informants’ opinion about this program. This research was conducted to know the overseas students’ perception of City and Culture Orientation program. The result can be seen in table 3.5.

### 3. What is your opinion about city and culture orientation program?

<table>
<thead>
<tr>
<th>INFORMANT</th>
<th>STATEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>INF 3</td>
<td>“About the city and culture orientation for me was a very great experience. Because, I arrived to the country that we don't know everything and also anything, this is very important because they show us about the way that we can go around the city, for example take a bus. It could sound like something easy, but for us it's very helpful know where we can take a bus, and to understand and know the city. for me was a good experience, because now I am prepare to go to city and then I am be afraid. And also to find the house was very good, because we have option and we are not like nothing in mind about the house.”</td>
</tr>
<tr>
<td>INF 4</td>
<td>“Well I am very happy about the program that UNS brings, and of course the International Office. Because they teach us everything about surakarta, and it was a first time in surakarta, Indonesia. And I have to say that I am very glad to have the opportunity to meet all the people from International Office, because they are very kindly,”</td>
</tr>
</tbody>
</table>
profesional person, and do the best for foreigner students from Darmasiswa program and other program that they have. But I am very happy about the city and culture orientation.”

INF 5
“Yeah, I liked it. It was a trip to tawangmangu, candi cetho and the waterfall. That was very nice and i liked it.”

INF 6
“Saya pikir itu sangat bagus, kami bisa tau apa yang perlu kami tau dan kami bisa dapat apa yang kami perlu dapat juga. Services lumayan bagus.”

(I think this program is good, we can know what we are really need to know and get what we are really need to get. The services is pretty good.)

INF 7
“Program ini bagus (This program is good). Because, let me know the another places in Solo, seperti pasar Klewer (such as Klewer market).”

INF 8
“For a first time, my own opinion about that it gives us the opportunity to know the area a bit more at the first time, and I was really glad to have the orientation because of the culture, people and some new and beautiful places that I have ever seen before.”

INF 9
“The orientation was just okay, going around the city to see the variety of Solo. At least we saw the major more about what of the line, moving around with the bus just okay, and the transportation was another stressful, you know. But it is nice organization.”

INF 10
“It is okay. The schedule is okay, it is good for me. I can know about the city as well.”

INF 11
“In my opinion, I go to jumog waterfall, and I am afraid. I have been shoping too.”
“I am very happy, thank you.”

First of all, it was what I have never seen before. Of course this program is very nice for us. start from city program, we visited Klewer and did shoping. That program was very nice. The second one is the tour, to Jumog waterfall, the temple, and tea plantation. For me I really enjoy that. Because through that, I can to know some friends. So that is very nice, for the communication among us and know each other.”

“My opinion about the program, I think I enjoy the tour. I just want the tour to be done the whole month, it will be better, so I could be in the possition knowing more about Solo. And the question that I have ever asked before about the tourist attraction, about cetho temple. Yeah I have missed some information about that place. So it will be better if someone can inform me about this place well.”

“For the city and culture orientation is very exciting, because likes in my country a lot of buddism in here so far from there. I saw almost moslem around the city. but in my country is very rare to see that.”

“My opinion about city and culture orientaton, it was really good. You took us to different places, you are showing where is the city where are you can find this, and how to get bus. And the culture you explain to us, you gave us the culture book. I think it was really good and helpful for us.”

“I think the program was good. Because we are quite new and we dont know anything. It was good when we first come here.”

“What I can say about this city is the city is different from my own. From this city I can look a new environment. the city is good because
there are many things and food and also cheap. For now saya suka solo
dan tak mau pulang lagi (I like Solo and I do not want to come back
home again)”

INF 19  “My opinion, it is good for new student, like from AIMS program and
the other student that come to Indonesia to get news or know what is
the culture of Indonesia. They should know how Indonesian people
life.”

INF 20  “I think for my opinion for city and culture orientation program was
good. We can explore more about the city and understand more about
the culture of Indonesia.”

Based on the statements above, it can be concluded that most of the informants stated
that CCO program provided by the International Office is good. They can know about college
life at Sebelas Maret University. Besides they also know more about culture, social life, and
tourist attraction in Solo city.

For more details, INF 3 states that she can know more about Solo city, such as how to
get a bus and order some local food. Another supported opinion comes from INF 4, he states
that CCO program is very helpful for the new overseas students. The INF 8 states that CCO
program gives him knowledge about Solo. He can know local people and some new beautiful
places in Solo by following this program. The similar opinion was revealed by INF 14 and INF
19, they state that CCO program is a good program for the new overseas students which are
don’t know anything about the culture, social life, and tourist attraction of Solo.

Next, I decided to know about the satisfaction level of City and Culture Orientation
program provided by International Office among the overseas students of Sebelas Maret
University. The result can be seen in table 3.6.
4. Are you satisfied with this program?

Table 3.6 The Result of Interview with the External Informants (Part 2)

<table>
<thead>
<tr>
<th>INFORMANT</th>
<th>STATEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>INF 3</td>
<td>“Yes, I am really satisfied.”</td>
</tr>
<tr>
<td>INF 4</td>
<td>“Of course, I am very satisfied because that is the new beginning for me, to be here in the new city, the people from IO was bring us to all spot to be happy and satisfied here.”</td>
</tr>
<tr>
<td>INF 5</td>
<td>“Yes, I am very satisfied.”</td>
</tr>
<tr>
<td>INF 6</td>
<td>“Sampai sekarang saya (right now I am) satisfied, dan saya harap saya akan selalu (and I hope I will always) satisfied.”</td>
</tr>
<tr>
<td>INF 7</td>
<td>“Yes, sure satisfied. Because, <strong>boleh kenal tempat yang banyak dan boleh jalan-jalan, boleh kenal jalan</strong> (I can see many places and do a traveling, i can know the main street) .how to go.”</td>
</tr>
<tr>
<td>INF 8</td>
<td>“Yeah, more than satisfied. I am thanks to this program.”</td>
</tr>
<tr>
<td>INF 9</td>
<td>“Yeah, I am satisfied about the program.”</td>
</tr>
<tr>
<td>INF 10</td>
<td>“I am satisfied.”</td>
</tr>
<tr>
<td>INF 11</td>
<td>“No, I dont think, I am not really satisfied.”</td>
</tr>
<tr>
<td>INF 12</td>
<td>“Yeah, I am very interested and I am very happy, yeah I am satisfied.”</td>
</tr>
<tr>
<td>INF 13</td>
<td>“For sure, I am very satisfied. For me is my new experience. This program faces open my mind to know better of Solo.”</td>
</tr>
<tr>
<td>INF 14</td>
<td>“To be honest, I am not satisfied because I needed to know more. I want to see more about what the Solo is.”</td>
</tr>
<tr>
<td>INF 15</td>
<td>“Yes, I am satisfied. It was a good program.”</td>
</tr>
</tbody>
</table>
INF 16  “I am really satisfied. The program, it was really needed for the student.”

INF 17  “Yes, and little no. No because I was thinking about visited more places, it likes I want to see more things. Because now, I dont have time to travel and no one can take me to do that.”

INF 18  “Yes, walaupun penat dikit tapi banyak input yang saya dapat dari program ini. Dan menunggu untuk program yang akan datang (eventhough, I was tired but I got many information from this program. And waiting for the next program).”

INF 19  “I am satisfied, especially for the culture orientation. The place is very good.”

INF 20  “Yes, I am satisfied. Because the fasilitator is very kind. And the program is fun.”

Based on the statements above, it can be concluded that most of the informants are satisfied with this program. The result can be seen on the diagram 3.1.

Diagram 3.1 The Satisfaction Level of CCO program
It can be seen in the diagram above, that the satisfaction level toward the City and Culture Orientation program is good. There are 15 informants are satisfied, 1 informant is less satisfied, and 2 informants are unsatisfied with this program.

For more detail, the INF 7 states that she is satisfied with City and Culture Orientation program because she can know more about some places in Solo. Another supported opinion also revealed by the INF 4, he states that he is satisfied with the services of the people from International Office. Besides, the INF 17 states that she is average, it means that she wants to visit more places in culture orientation program. The INF 11 and INF 14 state that they are not really satisfied with the City and Culture Orientation program. The INF 14 have missed some information about the tourist attraction while doing culture orientation program.

Next, I decided to know the overseas students’ suggestion toward this program. The result can be seen on the table 3.7.

5. Do you have any suggestion toward this program?

<table>
<thead>
<tr>
<th>INFORMANT</th>
<th>STATEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>INF 3</td>
<td>“I think that everything is perfect. But maybe I want to suggest that we can have like more option for the house, for example in some paper have the address and the price. I think that is perfect because we had asrama and we have a lot of options near the campus. That is the only thing that I can say.”</td>
</tr>
<tr>
<td>INF 4</td>
<td>“No, the program is really good, because you also learn us to in the city, you also bring us to jumog waterfall and cetho temple. It is a very complete program.”</td>
</tr>
</tbody>
</table>
INF 5  “I think the program is complete, and I liked it. So do the best for the next program.”

INF 6  “Karena kita di Indonesia memang ada jam karet, tapi karena kita kerja di International Office harusnya semua “on time”, tapi semuanya cukup bagus.”

(Because we are living in Indonesia, there is a condition called “jam karet”. We are in International Office, it should be on time, but everything is good enough)

[“Jam Karet” – the condition when we are waiting for the people who do not come on time in the meeting]

INF 7  “Suggestion, maybe about the time. Because one day we go to many places, banyak tempat kita pergi, jadi letih dan penat (There are to many places to go, it makes me tired). Maybe we can go in two days.”

INF 8  “If they planning on doing a a bit more on the orientation it would be very good for new students to come and enjoy, and know a bit more, and how people in javanese itself.”

INF 9  “Maybe when we visited jumog waterfall, it is better if you give us some food or drink to keep our strengh while doing this activity.”

INF 10 “I dont know how to speak. Maybe time management need to be improved, and also add more places to visit.”

INF 11 “The time need to be improved.”

INF 12 “Add more places to visit.”

INF 13 “Maybe the city, you must extend the program, to know more about the city well.”
Based on the statements above, it can be concluded that all of the informants give their suggestion toward this City and Culture orientation program. For more detail, the INF 3 states that a more information about the boarding house could be helpful. Because, she thinks that by knowing the more information about the boarding house, she have more option of the boarding house. So, she can choose the boarding house which is suitable with her desires. Another suggestion aslo revealed by INF 14, he states that he missed some information about some tourist attraction when doing culture orientation. It will be better if the officers of International
Office know more information of the tourist attraction. He also states that the time management is need to be improved.