

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Nature

This research entitled “The Analysis of Marketing Strategy in Increasing Sales of Canting” is deemed as a qualitative research. As Sugiyono (2011, 15) has said, qualitative research method is a research method that is used to examine the condition of the natural object, where the researcher is the key instrument, sampling done by purposive data, collection technique by triangulation, data analysis is inductive or qualitative with the results emphasizing on significance and purpose rather than generalization. Meanwhile, Creswell (cited in Herdiansyah, 2010, 8) has said “qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The researcher builds a complex, holistic picture, analyzes words, report detailed views of information, and conducts the study in a natural setting.”

3.2 Research Subject and Object

According to Hamidi (2010, 74) in learning language essentially, subject refers to the person who does something. In several research methodology papers, the authors

refer the informants as the research subject due to the reason of them being the conduit that gives information or data in the study.

The subject in this study is the 5 informants consisting of 1 mentor, 1 competitor, 1 customer, 1 respondent that has only heard but never bought, and another that has never heard of Canting. The information given from the latter three will be used to support those given by mentor and competitor. While the object of research is the marketing strategy of Canting.

This research subject uses a non-probability, specifically purposive sampling method on the 5 respondents who were specifically chosen to be interviewed based on their competency in giving insight about marketing strategy to increase sales of Canting. Non-probability sampling is a sampling technique that does not give the same probability for the population to be chosen as a sample (Sugiyono, 2011, 62). The research uses purposive sampling because it serves the purpose of having possessed the quality needed for the research. The conditions set for the informants to be interviewed are as follows:

1. Mentor – a respondent that has mentored the growth of Canting for a period of time and is suitable to give insight from the view of a consultant.
2. Competitor – in this case Klastik Footwear, a company similar to Canting but on a bigger scale, with production capacity of more or less 60 pairs per month.
3. Customer – an informant who had bought product(s) from Canting.

4. “Heard only” informant – one that has heard but never bought product(s) of Canting.
5. “Never knew” informant – a respondent that has never heard of Canting yet but is considered a potential customer.

3.3 Data Source

According to Lofland and Lofland (cited in Moleong, 2010, 157), the primary data sources in a qualitative research are words and action. The words or actions are taken from observations or interviews then written down in notes or recorded through audio/video tapes, photograph, or movie (Moleong, 2010).

This research uses 2 data sources, primary and secondary data.

1. Primary Data

The primary data of this research is through interview with the chosen informants.

2. Secondary Data

The secondary data are derived from literature reviews, past researches, journals, books, the Internet, and other mediums that support this research.

3.4 Data Collecting Methods

3.4.1 Interview

The primary data in this study is collected through interview technique. Esterberg (2002) in Sugiyono (2011, 231) defines interview as “a meeting of two persons to

exchange information and ideas through question and responses, resulting in communication and joint construction of meaning about a particular topic". Interview is used by researchers to obtain a deeper understanding on a matter. Moleong (2010, 56) stated that during interview, the conversation is carried out by 2 parties, the interviewer who asks the questions, and interviewee who provide the answers to the questions. The interview sessions in this research will be conducted verbally using Bahasa Indonesia for all of the informants. The steps involved in conducting an in-depth interview are:

1. Plan the people to be involved and the information needed.
2. Develop an interview protocol, the rules for guidelines and implementation of the interviews.
3. Prepare the equipment such as recorder, notes, and stationeries.
4. Conduct and document the interview.
5. Review the information collected.
6. Summarize and analyze the content.

3.4.2 Documentation

Researcher needs to carry out documentation in order to complete the necessary data and information. According to Sukmadinata (2010, 77), documentation study is a data collecting technique by collecting and analyzing the documents, including written documents, pictures, and electronic. In this study, documentation will be done through audio recording and taking photos of the informants.

3.5 Validity and Reliability

Arikunto (2010, 211) define validity as a measure that indicates the level of validity or legitimacy of an instrument. Sugiyono (2011, 3) stated reliability as the degree of consistency and stability of the data or findings.

According to Sugiyono (2011), in qualitative research, validity and reliability can be examined by extension of observation, amplified persistence, triangulation, negative case analysis, and member-checking. This research decides on using the triangulation technique whereby the existing data sources are combined with other various data collection techniques, such is defined by Sugiyono (2011, 309). Susan Stainback (1998) as cited by Sugiyono (2011, 85) stated said that the aim is not to determine the truth about some social phenomenon, rather the purpose of triangulation is to increase one's understanding of whatever is being investigated.

This research uses interview and documentation methods, the most commonly used techniques, to collect data. Data triangulation will be used to confirm the validity and reliability based on the interview result with the informants and documentation of the interviews.

3.6 Data Analysis Method

According to Bogdan and Biklen (1982) qualitative data analysis is the effort made by working with data, organize data, sort them into manageable units,

synthesize them, search and find patterns, discovering what is important and what is learned, and decides what can be told to others (Moleong, 2010, 248). This research uses open-coding, which refers to a technical process of analyzing data in detail and generates initial concepts from data (Strauss and Corbin, cited in Poerwandari, 2010).

Data analysis for this research will be as follows:

1. Organize and prepare data needed for analysis.
2. Read through all the data and gain a general sense.
3. Conduct analysis by using coding to classify data into marketing mix categories.
4. Identify themes from coding.
5. Represent the data within a research report.
6. Process the data to evaluate the marketing strategy of Canting.
7. Conclude the result of the research.