

CHAPTER III

RESEARCH METHOD

3.1 Type of Research

This research is using qualitative descriptive method. Qualitative research aims at gaining a deep understanding of a specific event, rather than a surface description of a large sample of population. According to Mukhtar (2013:10), the purpose of a descriptive qualitative research is to gain knowledge over a research subject at a given moment.

3.2 Research Object and Research Subjects

The object of this research is BonifoodMakmur, a food and beverage company that produces cassava chips under the name KYASABA since 2013. The subjects of this research are:

1. Co-founders of this project, to understand how the mind works and the opinion of this project.
2. Facilitators who had mentored this project at least 2 semesters in a row.
3. Close friends who understand the business well. The term 'close friends' refers to people who gets involved in the business' operational activity at least once.
4. Other team with 2-3 members with good teamwork.

3.3 Source of the Data

3.3.1 Primary Data

Primary data of this research is the result of interviews, documentations, observation, and internal data of BonifoodMakmur. Result of the primary data is the respondent's answer over the questions questioned in interviews, documentation and observation.

3.3.2 Secondary Data

Secondary data is based on literature studies about startup businesses, problems that commonly occur in a startup companies, and how to solve them. This covers books, internet, journals, and other resources that support this research.

3.4 Data Collection Method

The primary data are internal data obtained from BonifoodMakmur since July 2013 until May 2014 along with the interview with informants; business partner, facilitators and business consultants. The interview transcripts is used to analyze the root of the problem in BonifoodMakmur while literature study is used as secondary data.

3.5 Validity of The Data

Validity is a degree of accuracy between data procured from research objects. There are two types of research validity: internal and external. According to Sugiyono (2012), reliability is often defined as data consistency and stability.

Data is valid if there is no difference between what is reported by the researcher and what happens with the research object (Natanael, 2013:20).

Triangulation is conducted to collect data in this qualitative research. In data collection method, triangulation means data collection method combining two or more data collection methods and data sources (Sugiyono, 2012:83). This research combines observation, interview, and theories.

There are four types of triangulation model; Source Triangulation, Method Triangulation, Time Triangulation and Theory Triangulation (Subakti, 2013: 20).

For this research, the triangulation methods used are:

- a. Source Triangulation; to find the truth of certain information from any sources. The sources in this research are the co-founder, facilitators, close friends, and friends who have similar business as their project.
- b. Theory Triangulation; used after the researcher concluded and formulated the theory. The theories used in this research are teamwork (team collaboration, communication and trust), job description and motivation (reward and punishment).

3.6 Data Analysis Method

After data collection, the data analysis is conducted based on the steps mentioned in Chapter II. These are the steps in data analysis:

1. Collect the observation, interview and documentation result

2. Write down all the important information in interview transcripts
3. Explain the present relationship of the co-founders.
4. Write down what is lacking in the relationship between the co-founders.
5. Write down the solution based on the interview result and theory
6. Conclude the possible alternative solution.

