

CHAPTER 3

RESEARCH METHOD

3.1 Research Subject and Object

Subjects that are selected in this study are consumers, business owners and marketing expert. The representation of Meat Bites customers are chosen from customers whose age around twenties and have made repetition purchases for more than five times in six months. The author chose this sample because the repetition of purchase indicates that the customers are loyal and like the products of Meat Bites so they can give an overview of the right target market targeted by Meat Bites company in giving idea which are suitable for their society. The selection of customers whose age around twenties is considered able to answer the question that the researcher asked, and can give the right and creative opinion about promotion which is suitable for target market of Meat Bites company. Business owners chosen for this research are those who have established their business for at least five year, have the same target market with Meat Bites company, and enroll in food industry. Five years established indicate that the business have been stabilized and have more experiences. The marketing expert chosen in this research is the one who has doctoral degree. The sampling technique used by researchers is non probability sample. Non probability sample is a method in which samples are drawn at the convenience of the researchers (Hair, 2010: 138). Numbers of samples determined by the authors are five persons. If the five participants are sufficient to provide the

information, then the addition of new participants could potentially lead to saturation which means the researcher is not getting new valuable information anymore (Sukmadinata, 2011: 103). The following resource profile used by the authors in the study to represent customers:

*Table 3.1
Customers data*

No.	Informant Name	Status	Address
1	Albert Hansel	Customer	Siwalan Kerto 8 E8
2	Amanda Monica	Customer	Somerset GF7/25, Citraland

Source: Data Processed, 2014

The basis of selecting the informants is because these customers are recorded to have repeated purchases for more than 5 times.

The following owner business established in food industry used by the authors in the study:

*Table 3.2
Business owners data*

No.	Informant Name	Position	Line Industry	Company Name
1	Meliana Tumbelaka	Owner	Food	Kassanda Pastries
2	Tanu Sugiharto	Owner	Food	Yen Pao

Source: Data Processed, 2014

The basis of selecting the informants is because these informant has had established company for more than five times.

The profile of marketing expert used by researcher :

Table 3.3
Marketing Expert data

Name	Position	Company	Address Company
Dr. Sandy	Business Development	SLC	Ruko G walk
Wahyudi	Director	Marketing, Inc	Arcade CG1-08

Source: Data Processed, 2014

This study conducted in Surabaya in August to November 2014

3.2 Data Collection Method

3.2.1 Interview

According to Bungin (2010:126), interview is a process of obtaining information for research purposes by face to face question and answer between the interviewer and respondent. Interview conducted in this research is a personal interview, which is a direct communication between researchers with informants or research subjects. The author chose the interview method because the method of interview is considered to be able to dig deeper information about effective marketing strategy used by professionals. Compared to questionnaires, interviews can provide more detailed data about interviewees responses regarding to market analysis and marketing strategy for their company that can be applicable for Meat Bites company. In this research, the objects observed are contained of Meat Bites customers, marketing expert, and other established companies.

3.3 Validity and Reliability

Validity and reliability is strength in qualitative research (Creswell, 2012:286). Good research should check the validity of the data used. Validity is based on certainty whether the results of the study are accurate from the point of

view of researchers, participants, or readers. The author uses the technique of triangulation in this study. Triangulation technique is a technique examined evidence from many source and use it to build a coherent justification (Creswell, 2012:286). Triangulation techniques used by researchers is triangulation source. Triangulation is done by comparing the source and checking the level of trust a source of information obtained from a different time and a tool in a qualitative study (Moleong, 2009:330). Triangulation is done by comparing the results of the interview from selected customers with perspectives of business owner and opinion from marketing expert. The example of triangulation can be learned from data analysis of advertising, where the idea of implementing advertising should be maximized through social media as supported by three interviewers who are Albert Hansel (Appendix D), Meliana Tumbelaka (Appendix F) and Sandy Wahyudi (Appendix H). That's why in the discussion, strategy of maximizing social media is chosen to be implemented.

3.4 Data Analysis Method

Qualitative research is conducted by researchers to explore and understand the problem ascribed by individuals. The purpose of this study was to determine the best and the most effective promotion strategy for Meat Bites company. According to Wiharja (2013), there are several steps used to analyze the research data:

1. Data is grouped according to every indicator of promotion which are advertising, sales promotions, events and experienced, words of mouth marketing and interactive marketing.
2. Describe recurring patterns in the analytic process.

3. Enumerate the most common and severe challenges of every strategy.
4. Strategy is chosen according to most common opinion from interviewer.
5. Findings used as base future projections regarding appropriate promotional strategies that will be used by Meat Bites company.

