

CHAPTER III

RESEARCH METHODOLOGY

3.1 Type of Research

In conducting this research, the writer used qualitative method to analyze and interpret the data. In addition, Merriam points out that “Qualitative researchers are interested in understanding the meaning people have constructed, that is, how people make sense of their world and the experiences they have in the world” (Merriam, 2009).

The writer conducted interviews with owners of 12 stores and recorded them with a recording device. The choice of the research model was intended to give a clear view and some information about the belief of *Maneki Neko* as a lucky charm.

3.2 Data Collection

To collect the data on the superstition of *Maneki Neko*, the writer used ethnographic research. As cited by Hanaa Wahba, Creswell says that ethnographic research is “A qualitative design in which the researcher describes and interprets the shared and learned values, behaviors, beliefs and languages of culture-sharing group”

3.2.1 Participants

The participants of this research were 12 store owners who displayed Maneki Neko in their stores. The stores selected are located in Citraland mall, Simpang Lima and in Pecinan area Semarang.

3.2.2 The Main Questions of the interview

1. *Figur kucing apa ini?*
(What is this cat figure?)
2. *Mengapa memilih kucing ini?*
(Why do you choose this cat?)
3. *Apa fungsi kucing ini?*
(What are the functions of this cat?)
4. *Kenapa kucing ini menjadi simbol pembawa keberuntungan?*
(Why is this cat believed to be the symbol of luck?)
5. *Apakah benar jimat ini membawa keberuntungan untuk toko anda?*
(Is it true that this charm brings luck to your store?)
6. *Darimana anda tahu tentang kucing ini?*
(How do you know about this cat?)
7. *Kenapa anda memilih kucing dengan bentuk dan warna ini?*
(Why do you choose this type and color?)
8. *Apa setiap perbedaan warna memiliki arti yang berbeda?*
(Do different colors show different meaning of these cats?)
9. *Menurut anda dari mana patung kucing ini berasal?*
(Where do you think this cat statue comes from?)

3.2.3 Instruments

The writer did the research by interviewing the participants with open-ended questions and recorded the conversation. When the writer didn't manage to record the conversations, the writer used field notes. In collecting the data, the writer used cellphone to record the interview.

3.2.4 Procedures

The writer followed the following procedures to collect the data:

1. The writer did some research on the internet to gather some information on *Maneki Neko*.
2. The writer observed some stores to identify whether or not they had *Maneki Neko*, and then asked the owners if they were willing to be interviewed for this research.
3. After locating the stores and their owners who agreed to participate in this research, the next things to do were to interview the research participants and to take pictures of the *Maneki Neko* in the stores.
4. The last step to do was transcribing the recorded interviews, classifying them in tables, and analysing them to answer the questions formulated in the problem formulations.

3.3 Method of Data Analysis

From the interview that the writer did with the participants, the writer transcribed and analyzed the data. The writer categorized the data into three groups. First group was the data which answered research question 1 and second group was the data which answered research question 2 and third group was the data which answered research question 3.

