CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Methodology

Research methodology is "the general approach the researcher takes in carrying out the research project (Leedy & Ormrod (2001) as cited in (William, 2007)). The main purpose of this research is to know about prospective buyers' opinion about English words and quotation in business and in a prototypical product made by the writer which is an initial frame.. Therefore, the writer is going to use quantitative research method to determine how to find, collect, process and analyze data in this research. Quantitative research method is defined by Creswell (2003) cited in (William, 2007) as the numeral or mathematical data collection so that the data can be quantified into statistical form. The goal in quantitative method is to determine the relationship between something and another thing within a population. This method attempts to reduce observational errors through experimental design such as survey to get the conclusions by interpreting the existing problems. Thus, quantitative research is objectively describing and explaining a phenomenon through numerical data collection.

3.2 Data Source

Data provided in this research is primary data.

3.2.1 Primary Data

Primary data is a data source obtained directly from the individual or group who are related to the variable. It can be in the form of interviews, polls of individuals or groups, or observations result of an object or event. In this study, questionnaire given to the respondents was the primary data in this research.

3.3 Data Collection Technique

Data collection techniques are methods used to obtain the data in a research. Based on the research method used by the writer, data collection technique in this research includes two instruments as follows:

3.3.1 Questionnaire

A questionnaire is a data collection instrument in the form of list of research questions to respondent, and designed to gain specific information needed (Stay, 2011). Some things need to be concerned in a questionnaire. First, an introduction and procedure should be written. Second, the questions should be using common and effective words. In this research, the writer spread questionnaires to the prospective buyers' of initial frame in Semarang.

The scale measurement used in this research is Likert scale using ordinal data. This scale is called the Likert scale, because it is first developed by Rensis Likert, and is often referred to as *the method of summated ratings* which means that the value of each answer or response was summed to achieve the total value (Bertram, n.d.). Respondents were asked to answer questions with the answer options as follows:

a. Strongly Agree (SA), which has a score of 5,

b. Agree (A), which has a score of 4,

c. Neither (N), which has a score of 3,

d. Disagree (D), which has a score of 2,

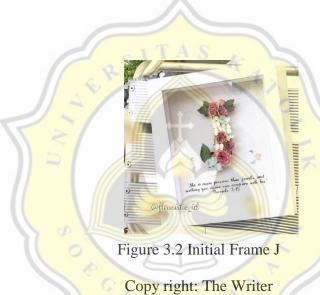e. Strongly Disagree (SD), which has a score of 1.

3.4   The Surveyed Item

The respondents were surveyed as regard English usage in business and English words and quotations in a gift. The gift in the questionnaire as the item of survey is made by the writer as her business which is an initial frame. Initial frame is a custom preserved flowers arrangement in a 3D frame. Usually, the flowers will be arranged according to the first letter of the recipient's name or at customers' requests form. Inside the frame, there are English words or quotations to express the gift-giver greetings or feelings.

Figure 3.1 Initial Frame C

Copy right: The Writer

Figure 3.2 Initial Frame J

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Established in January 2018, the writer made an Instagram account to promote and sell her product named @fleuristic_id. Flowers used in the initial frame are processed by two different methods; regular and oshibana method. Regular method is where the flowers are preserved by hanging up one by one, while oshibana method is a flower preservation method by pressing them. Each method process takes approximately two or three weeks.

Each preservation method has its pros and cons; regular method has a 3D looks to the flowers since they are hung up to maintain the shapes and they will be realistic, but for the reason of the oxidation process, the colors of the flowers may be faded (will be repainted if necessary). Oshibana method has a crumpled and flat looks since the flowers are pressed, but the colors are because there is no oxidation process.

3.5   Population and Sample

3.5.1   Population

Population is a generalization consisting of subjects or objects that have a specific character set by the researcher to be studied and drawn the conclusion (Sugiyono, 2011).

The other understanding about population as cited in (Sugiyarbini, 2012) is from Sabar Rutoto (2007), that population is all units that become the object of the research. From the definitions above, the writer concluded that population is the whole objects to be researched. Populations in this research were the prospective buyers in Semarang.

3.5.2   Sample

Sample is the part or number and characteristic of the population. If the population is vast, and researchers are not able to

research all the population – by the reason of money, energy, and time, the researchers usually take samples from the population.

According to the Semarang Central Bureau of Statistic, the latest update of Semarang population (aged 15 – 35) by August 2017 is 590.798. Because the number of the population is too big and unlikely accessible by the writer, it is classified as infinite population.

3.5.2.1 Sampling Technique

Since this research is a descriptive research, the writer used a non-probability sampling technique. Non-probability sampling is a sampling technique that does not provide equal opportunities for each member of the population to be the sample. The technique used was snowball sampling. Snowball sampling method is where the respondents recruit future subjects from among their acquaintances. Firstly, the writer took among 75 respondents to fill the questionnaire, but because 75 people were not enough, the writer increases the number of the respondents to 100 people. The sample characteristics in the questionnaire were random Semarang people aged 15 – 35 years old.

3.6   Respondent Characteristic

   To find out the public opinion about English words and quotation in business and in a prototype product (initial frame), the writer collected the data by a questionnaire. The questionnaire consists of 15 statements and is distributed to 100 respondents. Below are the data of the respondent characteristics:

Table 3.1

Respondent Characteristic

No.	CATEGORY	SUB-CATEGORY	TOTAL	PERCENTAGE
1.	Gender	Male	40	40%
		Female	60	60%
2.	Age	16 – 20 years old	33	33%
		21 – 25 years old	44	44%
		26 – 30 years old	14	14%
		31 – 35 years old	9	9%

Source: Primary Data processed by SPSS 25, 2018

   Table 3.1 shows that 40 or 40% respondents were male and 60 or 60% were female. 33% respondents were 16 – 25 years old, 44% were 21 – 25 years old, 14% were 26 – 30 years old, and 9% were 31 – years old.

3.7   Data Validity and Reliability

   The writer has conducted a validity and reliability test before doing the research by spreading the questionnaire on some of the research

samples. The tests are performed to people who have similar characteristic to the real respondents.

3.7.1 Data Validity

According to Sugiyono (as cited in (Widi, 2011)), validity is "an index indicating that an instrument could actually measure something to be measured". The requirement of a good instrument is that it is must be valid. An instrument which has high validity will have a small error rate, so that the data collected are reliable. In this research, the writer used SPSS (Statistical Product and Service Solution version 25) to conduct the validity test. The criteria used will refer to the formula df = total of sample -2 with a significance level of 5%.

3.7.2 Data Reliability

According to Triton as cited in (Latif, 2014), an instrument will be reliable if the instrument consistently gives the same result or answer to the same phenomenon, even if used repeatedly. Reliability means that the instrument is stable, dependable, and consistent. The writer did the reliability test by calculating the Cronbach's Alpha coefficient from each item in the variable. The instrument is reliable if the value of Cronbach's Alpha > 0.6. Below is the following Cronbach's Alpha table:

Table 3.2

Reliability Level Based on Cronbach's Alpha

Cronbach's Alpha	Internal Consistency
$0.80 \leq 1.00$	Very High
$0.60 \leq 0.80$	High
$0.40 \leq 0.60$	Average
$0.20 \leq 0.40$	Low
$-1.00 \leq 0.20$	Very Low

3.8 Data Analysis Technique

The writer used descriptive statistics in the data analysis. Descriptive analysis is a method that presents data in table form and the frequency distribution (Supramono & Sugiarto (2003) as cited in (Setiawan, 2017)). The data collected is transformed to find the percentage level of each variable. 0 - 20% indicates that the questionnaire has a very negative response, 21 – 40% indicates negative, 41 – 60% indicates average, 61 – 80% indicates positive, and 81 – 100% indicates very positive