

CHAPTER III

RESEARCH METHODOLOGY

This study aims to elaborate on people's perspective on the usage of English on product packaging. The writer needed to obtain strong data that later were elaborated. Therefore, mixed methods research is used in this study. The primary data for this study were acquired from quantitative research while the secondary data will be acquired from qualitative research. The writer analyzed the data collected in the form of descriptive statistics to meet the objective of the study. All the data collected from the research were examined using SPSS 24. The result of the examination was included in this study as well.

3.1. Method of Data Collection

3.1.1. Participants

The writer conducted the mixed methods research which means the participants are divided based on the source of the data. For the quantitative research, the participants are 30 students of Faculty of Language and Arts' Soegijapranata Catholic University batch 2015 – 2017. Meanwhile, for the qualitative research, the participants are 5 students of Faculty of Language and Arts' Soegijapranata Catholic University batch 2016 – 2018. The writer

decided to choose the targeted participants as it is to meet the objective of the study.

3.1.2. Instrument

Mixed methods research requires a fusion of quantitative and qualitative research for its source of data. According to Trigueros and Sandoval (2017), there are plenty of kinds of instruments for both quantitative and qualitative research. For instance, direct observation, structured observation, face-to-face interview, in-depth interview are classified as qualitative research instruments. Meanwhile, close-ended questionnaire, open-ended questionnaire, and demographic questionnaire are classified as quantitative research instruments. In this study, the writer decided to conduct a close-ended questionnaire and a face-to-face interview to obtain the data.

3.1.2.1. Questionnaire

The questions used in the questionnaire are developed from the theories and objective of the study. That way the writer will receive relevant data to be used in this study. According to Adams and Cox (2008), the questionnaire should be designed in a way that it can be easily interpreted. Based on that, the writer also did a validity and reliability test before collecting the real data. Each question is provided with 5 different options. This method is called Likert Scale. The scale consists of:

- a. Sangat Setuju (Strongly Agree) = 5

- b. Setuju (Agree) = 4
- c. Netral (Neutral) = 3
- d. Tidak Setuju (Disagree) = 2
- e. Sangat Tidak Setuju (Strongly Disagree) = 1

3.1.2.2. Interview

The writer chose to conduct a face-to-face interview to obtain the secondary data supporting the result from the questionnaire. The questions are open-ended style, this way the writer gathered more intense and significant perspective of the interviewees. That way this study met the objective.

3.1.3. Procedure

The procedures of the data collection:

1. The writer prepared 20 questions covering the main topic of Faculty of Language and Arts Students' perspective on the use of English in product packaging. Since the writer also explains a little a bit about the customers' intervention in the Review of Literature, then the writer also asked some questions in regard to the theories explained.

2. A pilot study was conducted in order to run a validity and reliability test using SPSS 24. For the pilot study, 10 students of the Faculty of Language and Arts from batch 2015-2017 were chosen. Afterward, the questions were processed using SPSS 24 and were found 5 of the questions were not valid. The writer then

simplified these 5 questions in order to meet the participants understanding towards all the questions.

Table 3.1. Validity Data Result

<u>No.</u>	<u>Statements</u>	<u>RValue</u>	<u>RTable</u>	<u>Interpretation</u>
1.	The first thing I see from a product is its packaging	-0.091	0.3	INVALID
2.	Product packaging is a good marketing tool in this era	0.647	0.3	VALID
3.	Product packaging using English can intrigue more customers	0.464	0.3	VALID
4.	Product packaging using English can create a good first impression towards potential customers	0.530	0.3	VALID
5.	I see the values of a product from its visual elements (colors, shapes,	-0.048	0.3	INVALID

- materials, size)
6. I see the values of a **0.280** 0.3 INVALID
- product from its verbal elements (brand name, slogans, product informations)
7. The good product **0.93** 0.3 VALID
- packaging is determined on how it can attract the potential customers
8. The good product **0.421** 0.3 VALID
- packaging is determined on how it can deliver the values of the product
9. The good product **0.419** 0.3 VALID
- packaging is determined on how it can increase the market sales of a product
10. I like to buy the **0.683** 0.3 VALID

product that its
packaging is using
English

11. I feel more confident **0.622** 0.3 VALID

when I buy products
that their packaging
is in English

12. I feel proud when I **0.663** 0.3 VALID

buy products that
their packaging is in
English

13. The use of English **0.386** 0.3 VALID

in product packaging
can add more values
to the product

14. The use of English in **0.237** 0.3 INVALID

product packaging
can attract you as a
customer

15. Product packaging **0.251** 0.3 INVALID

needs to consider the
market segmentation
(age, sex, social
status) from the

- potential customers
16. I notice that products **0.533** 0.3 VALID
 using English in their
 product packaging
 value more than
 products using
 Indonesia
17. I notice that product **0.527** 0.3 VALID
 packaging in English
 draw more attention
 to people than
 product packaging
 using Bahasa
 Indonesia
18. Customers are the **0.545** 0.3 VALID
 key in the business
 world
19. Business people **0.447** 0.3 VALID
 need to maintain a
 good relationship
 with customers
20. A good treatment **0.543** 0.3 VALID
 towards the
 customers may result

in a good mouth-to-
mouth marketing
manner

Table 3.2. Reliability Data Result
Reliability Statistics

Cronbach's Alpha	N of Items
.793	15

For the Cronbach's Alpha score is 0.793 which means it has exceeded the minimum score of 0.6.

3. After the 5 invalid questions were simplified, the writer distributed the questions to 30 students of Faculty of Language and Arts batch 2015-2017.

4. All the data collected from the questionnaire were analyzed using SPSS 24 to find out the mean.

5. The writer conducted a face-to-face interview to obtain secondary data to support the primary data from the questionnaire. This interview involving 5 students of Faculty of Language and Arts from batch 2016-2018. The interview was recorded in order to track the answers of the interviewees.

6. The writer interpreted all the data collected from the questionnaire and interview. As the result, the writer presents all the findings in a descriptive analysis method.

3.2. Method of Data Analysis

The writer decided to go with descriptive analysis option on SPSS 24 to analyze the data collected from the questionnaire. As stated above, the writer presented 5 options of answers, familiarly known as Likert Scale. In order to determine the score significantly, the writer uses score 3 as the median parameter. It will clarify the mean data as below:

Table 3.3. Perspective Parameter

<u>Mean Range</u>	<u>Interpretation</u>
1.0 – 2.9	The perspective is negative
3.0 – 5.0	The perspective is positive

Meanwhile, the data collected from the interview will be analyzed qualitatively. The recorded interview will be transcribed into text and will later be used to support the findings from the quantitative data