

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

Type of Research

To figure out how people at *Krajan Hamlet Sendangdawuhan* Village preserve the existence of *nagasari* and to find out on what occasion people buy *nagasari*, the writer applies qualitative methods. According to Palmer and Bolderston (Palmer & Bolderston, 2009) Qualitative research is an interpretative approach, which attempts to gain insight into the specific meanings and behaviors experienced in certain social phenomena through the subjective experiences of the informants. The writer used open-ended questions to get the informants' knowledge about *nagasari* and how they preserve the existence of *nagasari*.

3.1 Data Collection

The writer obtained accurate information about how people at *Krajan Hamlet Sendangdawuhan* Village maintain the existence of *nagasari* and also for what occasion people buy *nagasari* by did observation and having a deep interview with the informants about how they preserve the existence of *nagasari*, and also their knowledge about *nagasari*. The writer also did documentation such as the audio recording of the interviews.

3.1.1. Population and Sample

The informants that the writer will choose as the key participants in the process of data collection in this study are three people known to make *nagasari* in *Krajan Hamlet Sendangdawuhan* Village. To find the informants who have good knowledge

about *nagasari* and to collect the data efficiently, the writer did snowball sampling as Naderifar, Goli, and Ghaljaie (Naderifar, Goli, & Ghaljaie, 2018) said that Snowball sampling is applied when samples with the target characteristics are not easily accessible. According to Biernacki and Waldorf (1981) Sampling methods produce a study sample through referrals made among people who share or know of others who possess some characteristics that are of research interest. All of the informants are residents who known as *nagasari* maker. The first informant (Mrs. Muslikah) was a *nagasari* maker with recipes commonly found in various sources. the second (Mrs. Sopiah) and third (Mrs. Yusemi) informants were *nagasari* makers with inheritance recipes from their families. the first informant has made *nagasari* for years, the second informant has been a maker of *Nagasari* since 5 years ago. While the third informant made *Nagasari* for approximately 20 years.

3.1.2. Instrument

To get the data the writer needs, the writer conducted in-depth interviews with informants about *Nagasari* based on the interview protocol. The writer put he interview script is in the appendix. The writer also documented interviews by recording and taking photos by using a camera with informants. Then make an outline based on the interview so that it is easier to understand and observe the data provided by the informants.

3.1.3 Procedure

For the data collection, the writer does the following steps below:

1. The writer created a list of questions for the interview protocol.

2. The writer came to the informant's house and did the interview based on the interview protocol. Then the writer asks for recommendations from other informants who are considered suitable with the data that the writer wants to get.
3. The writer wrote down the record of interviews, then sort the interview data. After that, the writer analyzes the result of the interview.

3.3 Method of Data Analysis

After all of the data are collected and categorized, the writer then analyzed the results of the interviews. The writer made an analysis based on the data that the writer got when the writer does interview and observation. Then the writer described in the paragraph below based on how people at *Krajan Hamlet Sendangdawuhan Village* maintenance the existence of *nagasari* and also for what occasion people buy *nagasari*.

