

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

In this study, the writer used qualitative method. Qualitative study according to Young & Hren is a broad approach encompassing many research methods. Young & Hren, (1985) explained that qualitative study is using systematic collection, organization, and interpretation of textual information. Qualitative study is also using data collection and analysis. According to Jackson, Drummond, & Camara, (2007), qualitative is the primary experience in interpretive approach. Jackson II, Drummond, & Camara mentioned that the function of qualitative text is to investigate answers to questions about the evolution of phenomenon via observation

3.1 Method of Data Collection

a. Participants

This study involved 25 tourists (both local and foreign) at *Kota Lama Semarang* as the participants

b. Instruments

The instruments to collect the data were observation and interview. The writer observed in order to find potential visitors who were looking for souvenirs and bought a souvenir at *Kota Lama Semarang* and the writer interviewed the potential participants to get the data.

c. **Research Procedure**

In this research, the writer took several steps. First, the writer observed the selling of souvenirs in Semarang Old Town district. Next, the writer found the visitors to be interviewed to get data for analysis by showing a product to the customer and asking their opinion or perception on the souvenir products. Then the writer transcribed the recording of the interview.

3.2 Method of Data Analysis

The data from observation and interview were analyzed qualitatively based on the theory presented in chapter 2. The result of the interview was transcribed and interpreted qualitatively based on the theories presented in the previous chapter. The analysis and interpretations from the interview was combined with the result of the observation