

## CHAPTER 3

### METHOD OF DATA COLLECTION AND ANALYSIS

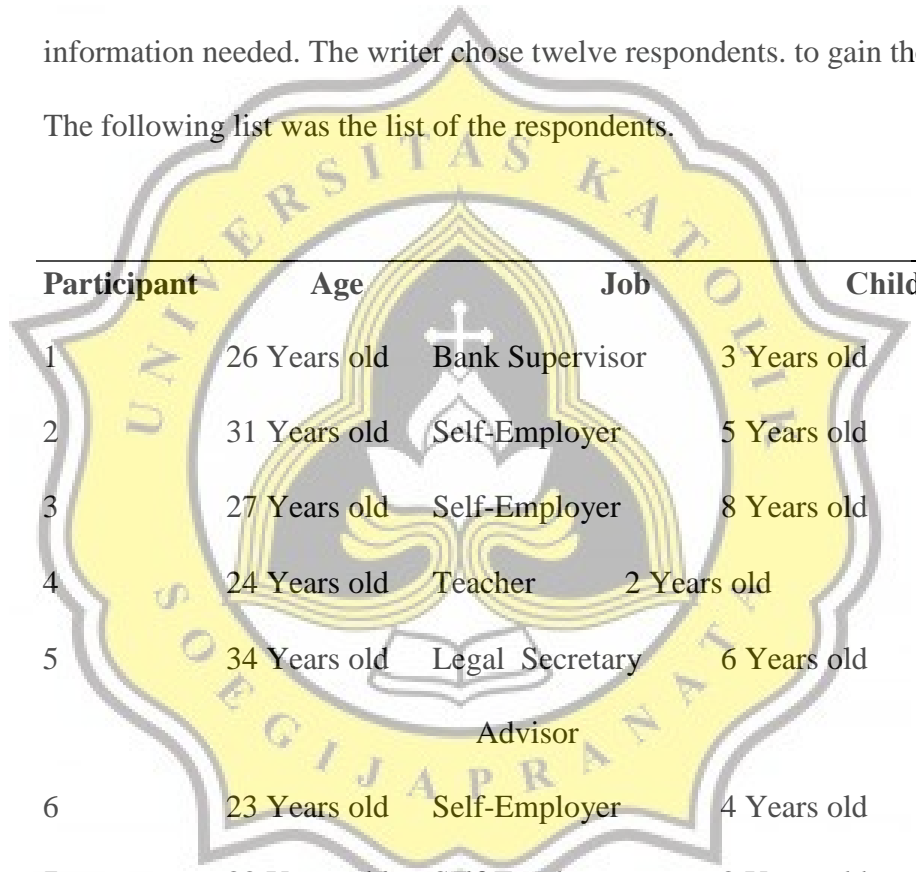
#### 3.1. Methods of Data Collection

This study analyzed the perception of parents on bilingual dayCare. The primary data for this study was acquired from qualitative research. Because it is related to the nature of the research, the qualitative method required more data analysis to gain data on parents' perception on bilingual day-care. Qualitative research provided meaning and understanding. It utilized in both exploratory and explanatory research. In general, qualitative methods help understand how and why results on various individual dimensions or patterns of findings across dimensions (e.g., high reach and low effectiveness) occur (Holtrop, Rabin, & Glasgow, 2018).

The reference that the writer used for collecting data method was from (Starman (2013) which is a study case characterized by an interpretative paradigm, which emphasizes subjective experiences and the meanings they have for an individual. Therefore, the researcher's subjective views on a particular situation play an essential role in the results of the study.

### 3.1.1. Participants

The participants of this research were parents are interested in bilingual day-care in Semarang and who are already have children whose age are under eleven years old. The writer used qualitative research to gain the information needed. The writer chose twelve respondents. to gain the data. The following list was the list of the respondents.



Participant	Age	Job	Child' age
1	26 Years old	Bank Supervisor	3 Years old
2	31 Years old	Self-Employer	5 Years old
3	27 Years old	Self-Employer	8 Years old
4	24 Years old	Teacher	2 Years old
5	34 Years old	Legal Secretary Advisor	6 Years old
6	23 Years old	Self-Employer	4 Years old
7	22 Years old	Self-Employer	2 Years old
8	40 Years old	Export-Import Agent	10 Years old
9	29 Years old	Nutritionist	2 Years old
10	32 Years old	Self-Employer	5 Year old
11	30 Years old	Self-Employer	9 Year old
12	42 Years old	Real Estate Agent	7 Years old

### **3.1.2. Instruments**

In this study, the writer decided to use qualitative data collection to find the required data. The writer chose this method to gain more perspectives that made the research reliable. Starman (2013) stated that the usage of qualitative data collection is able to obtain interpretative paradigm, phenomenological approach, and constructivism which are the basis of qualitative research.

#### **3.1.2.1. Interviews**

The interview based on the writer's market segmentation focused on the research questions as the list of questions. The writer only used openended questions that required parents to explain the in-depth perception and reasons for the usage of bilingual education. Therefore the writer interviewed 12 parents to gain the information. The result of the interviews used to collect customers' perceptions about bilingual education in a daycare facility.

### **3.1.3. Procedures**

The writer conducted some procedures as follows:

1. Designing questions

To discover perception of parents about bilingual education in a day-care, the writer made eight open-ended questions related to the research question of this paper. The writer prepared questions by adopting Ferguson's theory (as cited in Wright & Baker, 2016) and also half of the questions were based on the writer's opinion to find out the business segmentation. (See appendix 1)

2. Conducting interview sessions

After all of the preparation of the questions needed had made, the interview sessions were conducted.

**3.2. Methods of Data Analysis**

The writer analyzed the transcript from the interview to know their perception.

