CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Type of Research

This research used quantitative and qualitative methods to obtain data. For the quantitative method, the writer used a closed-ended questionnaire to see the participants' perception of food presentation and Indonesian traditional food presentation. Creswell (2017) says that quantitative research collects the data through some predetermined instruments like questionnaire or survey. For the qualitative method, the writer used interviews to find out the participants' opinions on food presentation and Indonesian traditional food presentation. Qualitative research usually uses open-ended questions to record participants' views (Creswell, 2017).

3.2 Data Collection

3.2.1. Participants

For the participants of this study, the writer chose the students of Faculty of Language and Arts to be the respondents because the students of the Faculty of Language and Arts consume Indonesian food, and like to take a picture and share it on their social media. The questionnaire was distributed to 62 respondents from the Faculty of Language and Arts Soegijapranata Catholic University Semarang. From 62 questionnaires distributed, only 47 questionnaires were returned.

3.1.2.   Instrument

The instruments for this study were a questionnaire and an interview because the writer was using both quantitative and qualitative methods. For the questionnaire, the writer used the closed-ended questionnaire to know the participants' perception of food presentation. "Close-ended questions limit the respondent to the set of alternatives being offered, while open-ended questions allow the respondent to express an opinion without being influenced by the researcher" (Reja, Manfreda, Hlebec, & Vehovar, 2003, p. 161). Thus, the writer used Likert Scale as the options for the answers: strongly disagree, disagree, agree, and strongly agree (Ivone, 2019). On this questionnaire, the writer omitted the 'neutral' option to make the answer more clear.

1.   Strongly Disagree = 1
2.   Disagree = 2
3.   Agree = 3
4.   Strongly Agree = 4

Before distributing the questionnaire to the respondents, the writer first had a pilot study on the closed-ended questionnaire to check the validation and reliability of the closed-ended questionnaire.

3.1.2 Procedure

The research was done according to some procedures to find the objectives of this study. The procedures were as follows:

1. The writer distributed a questionnaire sample to 20 unofficial respondents. The questionnaire was closed-ended because this questionnaire was used for the pilot study.

2. After collecting the questionnaire sample, the writer checked the validity and reliability of the questionnaire. For the reliability and validity of the questionnaire the writer used the help from SPSS to measure it. Based on the Cronbach's Alpha a questionnire is considered reliable if the value is more than 0.60. For the validity the writer used the R table as the standard score of validity level of the questionnaires and the minimum value for 20 respondents was 0,444.

R Table

Distribusi Nilai r$_{tabel}$

PRODUCT MOMENT

N (df)	The Level of Significance	
	5%	1%
3	0.997	0.999
4	0.950	0.990
5	0.878	0.959
6	0.811	0.917
7	0.754	0.874
8	0.707	0.834
9	0.666	0.798
10	0.632	0.765
11	0.602	0.735
12	0.576	0.708
13	0.553	0.684
14	0.532	0.661
15	0.514	0.641
16	0.497	0.623
17	0.482	0.606
18	0.468	0.590
19	0.456	0.575
20	0.444	0.561
21	0.433	0.549
22	0.432	0.537
23	0.413	0.526
24	0.404	0.515
25	0.396	0.505

Reliability Statistics

Cronbach's Alpha	N of Items
.891	20

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Validity Table

Statement	R Table	R Value	Information
Masakan Indonesia memiliki komposisi warna yang cerah (menggugah selera).	0,444	0.062	INVALID
Masakan Indonesia memiliki komposisi warna yang menarik untuk dilihat.	0,444	0.277	INVALID
Penyajian masakan Indonesia sangat memperhatikan komposisi warna masakan.	0,444	0.612	VALID
Penyajian masakan Indonesia mementingkan komposisi warna masakan.	0,444	0.497	VALID
Penyajian masakan Indonesia mengutamakan komposisi warna masakan.	0,444	0.577	VALID
Penyajian masakan Indonesia mengutamakan kerapian.	0,444	0.424	INVALID
Penyajian masakan Indonesia memperhatikan kerapian.	0,444	0.253	INVALID
Penyajian masakan Indonesia memperhatikan bentuk potongan bahan masakan.	0,444	0.564	VALID
Penyajian masakan Indonesia mementingkan bentuk potongan bahan masakan.	0,444	0.601	VALID
Penyajian masakan Indonesia memperhatikan ukuran bahan masakan.	0,444	0.550	VALID
Penyajian masakan Indonesia mementingkan ukuran bahan masakan. (ukuran potongan bahan masakan)	0,444	0.623	VALID
Penataan masakan Indonesia bervariasi.	0,444	0.231	INVALID
Penataan masakan Indonesia menarik.	0,444	0.472	VALID
Penyajian masakan Indonesia memperhatikan komposisi tekstur masakan (padat, cair, keras, lembut, dsb)	0,444	0.672	VALID
Penyajian masakan Indonesia mengutamakan komposisi tekstur masakan (padat, cair, keras, lembut, dsb)	0,444	0.747	VALID
Bentuk piring mempengaruhi penampilan sajian masakan Indonesia.	0,444	0.610	VALID
Penyajian masakan Indonesia memperhatikan bentuk piring yang digunakan.	0,444	0.659	VALID
Penyajian masakan Indonesia mementingkan bentuk piring yang digunakan.	0,444	0.563	VALID

Warna piring mempengaruhi penampilan sajian masakan Indonesia.	**0,444**	**0.463**	**VALID**
Kebersihan piring penting dalam penyajian masakan Indonesia.	**0,444**	**0.617**	**VALID**

Based on the table above the statements that were invalid were dropped by the writer. There were 16 statements that was used for the questionnaire.

3.   Then, the writer distributed the closed-ended questionnaire to the intended participants and collected the data.

4.   The writer then followed up the questionnaire with the interviews and interviewed 10 respondents.

5.   The writer transcribed the interview and used the data collected to do the analysis.

3.3 Method of Data Analysis

For the data analysis, the writer used the help from IBM SPSS to show the result of the participants perception. To determine the perception, the percentage from the frequency was calculated using IBM SPSS application. The percentage from the frequency in the table is used to consider whether the participants perceive the ideas in the statement positive or negative. Positive means that the respondents agree with the statement and negative means that the respondent disagree with the result.