

CHAPTER III

RESEARCH METHOD

3.1. Overview of the Company

The object of this research is PT X, whose business is in the engineering industry and is located in Jakarta, West Java, Indonesia. The subject of this research is the existing marketing strategy of PT X, which gathered through three key informants who responsible for done strategic planning of PT X.

The key informants who participate in this research are the Deputy Director of Finance and Administration, The Deputy Director of Marketing, Training, and Development; and The Director of PT X. The reason for choosing those participants as the representative from different divisions as the key informants are because they are the person who has responsibility in creating a marketing strategy in PT X and it also has the purpose to validate the result of the interview.

This research used a qualitative method. Qualitative is used because it is more holistic than quantitative and often involves a rich collection of data from various sources to gain a deeper understanding of individual participants, including their opinions, perspectives, and attitudes (Nassaji, 2015).

3.2. Method of Data Collection

Data collection methods are essential for any research. There are several kinds of methods in the data gathering process, such as interviews and questionnaires. Interviews can be done through a face-to-face interview, telephone interviews, computer-assisted interviews, and interviews through electronic media (Sekaran & Bougie, 2010).

The method used to gather data in this research is an interview. At the beginning of 2017, before conduct this research, the researcher already asks permission from PT X to study their existing marketing strategy and evaluate those existing marketing strategies using Sun Tzu Principle. After PT X grants permission to study the existing marketing strategy with specific requests to hide their company's identity, researchers start this study. PT X gives some information about the company through a preliminary interview to help researchers mapping the market situation and the position of PT X in the market.

In May 2018, the researcher made an appointment with the key informants in PT. X was in charge of the process of developing strategic planning. They are Deputy Director of Finance and Administration, Deputy Director of Marketing Training and Development, and the Director of PT. X. It takes one month for PT X to confirm the schedule for the interview. While waiting for the schedule from PT X, the researcher made the interview guidelines used in the interview and sent it to PT X for each key person to be reviewed first. After the key informants review and accepted those lists of interview guidelines and PT X give the schedule for the interview to the researcher, the researcher went to Jakarta to conduct the interview. The range of date that PT X schedule for the researcher to conduct the research are between 5 July 2018 until 10 July 2018.

According to the schedule before on 5 July 2018, the researcher is scheduled to interview the Deputy Director of Marketing, Training, and Development. However, after the researcher waiting for around 2 hours because the Deputy Director of Marketing, Training, and Development still has an urgent meeting with a client, the interview was re-schedule the next day. While waiting for the Deputy Director of Marketing, Training, and Development for 2 hours before confirmation of re-scheduling interview, researcher observing the working style

in PT X, every employee in PT X is focusing on their duty. They do their task correctly. They are speed when doing their works also fast. They have slogan 5R (*Ringkas, Rapi, Resik, Rawat, Rajin*), which they post in several corners of the working station.

On 6 July 2018, after waiting for one hour from the scheduled time before, the researcher interviewed the Deputy Director of Finance and Administration while lunch together at the café. The interview is going well even though some parts of the recording, a little bit unclear because of the noise from the music in the café. The interviews were recorded using a smartphone. After the interview, the Deputy Director of Finance and Administration researcher re-confirm the interview schedule with the Deputy Director of Marketing, Training, and Development, the interview schedule is being re-schedule again in the next afternoon.

7 July 2018, at 6.00 p.m., finally, the researcher could interview the Deputy Director of Marketing, Training, and Development in his office. He answers every question and explains it using several examples. The answer and explanation from the Deputy Director of Marketing, Training, and Development is detail and understandable.

Early morning on 9 July 2018, the researcher interviews the Director of PT X in his office. The Director of PT X is very busy, and he is very punctual. He already reviews and memorized the interview guidelines, so he notices the mistake about the arrangement of the questions in the process of interview. He quickly answers every question due to his busy schedule.

3.3.Methods of Data Analysis

After the process of interview with the key informants, the researcher made the transcription of each interview recording. Researcher finishes the transcription of the interview with the Deputy Director of Finance and Administration on 11 July 2018, the transcription of

the interview with the Deputy Director of Marketing, Training, and Development at 15 July 2018, the transcription of the interview with the Director of PT X at 16 July 2018.

After made the transcription of the interview, the researcher was coding each transcript according to the 12 Sun Tzu Principle in Marketing, after finish the coding in the transcript, the researcher categorized every coding of the statement from the key informants into table according to the 12 Sun Tzu Principle in Marketing.

After coding and categorized the data from the transcript, the researcher used data triangulation to validate the result of the interview. Data triangulation is the use of a variety of data sources, including time, space, and persons, in a study (Fusch et al., 2018). The purpose of data triangulation is to strengthen conclusions about findings and to reduce the risk of false interpretations.

After that, descriptive analysis was used to analyze and report the data. Nassaji (Nassaji, 2015) explained that the goal of descriptive research is to describe a phenomenon and its characteristics. On this case, characteristic of marketing strategies were explained and was compared to The Sun Tzu strategies. This research was concerned more with “what” rather than “how” or “why” something has happened. The information about the existing marketing strategy of PT X was reported descriptively in this research. Then, the existing marketing strategy of PT X is evaluated whether it is compatible or incompatible with the 12 Sun Tzu Principle in Marketing. The summary of the evaluation is reported using tables.