

## CHAPTER 3

### Method of Data Analysis and Data Collection

#### 3.1. Type of Research

To conduct this research, the writer used a qualitative method and did qualitative analysis on the data. Qualitative analysis is more in-depth than the quantitative method. Doing this type of research helped the writer to understand people's attitudes and behaviors. This research provided many perspectives from various subjects, which made the results more in-depth and easy to understand (Baxter and Jack 2008).

#### 3.2. Method of Data Collection

The writer collected the data from the Kingdom Billiard owner and the billiard players in the Kingdom billiard center in Semarang. The writer included ten respondents from the Kingdom billiard center as the respondents to get customers' opinion on billiard (Baxter and Jack 2008).

##### 3.2.1. Participants

The participants of this study consist of one owner of Kingdom Billiard and ten customers of Kingdom Billiard. Only one owner of the billiard centers was able to be asked as the respondent of this study. Other than the owner, the writer was able to interview ten billiard players who were the customers of Kingdom Billiard.

The people that are interviewed were sampled from one billiard business, which is Kingdom Billiard. The difference in the backgrounds, such as age, occupation,

ethnicity, religion, resulted in different points of view. Despite their differences, all the players chose to play in the same place, that is Kingdom Billiard even though that place is not the only place to play billiard in Semarang. To mention some other billiard business, there are many places for playing billiard in Semarang such as Plaza billiard, One-Cue, and Side Pocket.

### **2.2.2. Instrument**

This research was a qualitative research. This method requires qualitative data. All of the information which was contained in the qualitative data would be about the owner of Kingdom billiard in Semarang about the stigma and how he negated, and how he run Kingdom billiard. The customers will be asked opinion about billiard, including; their reasons for going to the billiard center and their opinion about the stigma in billiard. The purpose of this study is to collect and analyze the data from the targeted subjects or respondents (Mccusker and Gunaydin 2014).

The writer used interviews because it is easy and convenient for the participants. Writer used the interview method to get in-depth information from the participants point of view. By using this method, the writer obtained the data to understand the participants' point of view using the what, how, or why questions, rather than using how many or how much.

### **3.2.2. Procedure of Collecting Data**

In doing this study, the writer did several steps. The first one was that the writer contacted the owner of Kingdom billiard. Then, the writer made an appointment to do

the interview. On the day agreed, the writer interviewed the owner of Kingdom billiard center about what challenges when he run the Kingdom billiard and how Kingdom negate the stigma. After the interview, the writer transcribed the data and used the data for the analysis. The writer did not make an appointment with respondents but approached them when they were playing billiard. Some of the players were known to the writer. The interviews with the players were also transcribed to get the data. The data were then analyzed.

### **3.3. Method of Data Analysis**

The data analysis is to answer the questions in the problem formulation. The qualitative data were analyzed using the writing people do about the billiard game. Then writer will interview 2 group of players; the younger customers which is Javanese players that their belief of religion is Islam. Second group are the older customers which Indo-Chinese and their belief in Christian. And it is true their custom also affect how their view in gambling, drinking, etc.