

## **CHAPTER 3**

### **METHOD OF DATA COLLECTION AND ANALYSIS**

This part describes the methodology used to collect data for this study. The researcher will begin by presenting the type of research, a description of the participants and the research instruments. This is followed by an explanation of the procedure of collecting data, and method of data analysis.

#### **3.1 Type of Research**

The researcher employed a qualitative method in this research. Trochim (2006) says that qualitative data includes any non-numerical information that can be captured. This definition is supported by McLeod (2008) who says that qualitative research collects information that is not in numerical form. According to Creswell (1994, p.149), the data collection in qualitative research involves four basic types, i.e. observations, interviews, documents, and visual images.


#### **3.2 Method of Data Collection**

##### **3.2.1 Participants**

The participants of this study were female adults (20-25 years old) who were the customers of the coffee shop. To get the participants, the writer went to the destined coffee shop and asked the female customers for an interview. The destined coffee shops

are the coffee shops in Semarang which are often visited by the writer's friends. To avoid uncomfortable situations, the writer approached the female customers whom the writer is familiar with, then the writer asked this certain interviewee to introduce the writer to other female customers she knows. This method of sampling is called snowball sampling (Cohen et al., 2017). In the study, the writer had fourteen (14) interviewees. The writer had the agreement from the interviewees to reveal their names in this thesis as can be seen in the table 3.1.

**Table 3.1. Interviewees' Personal Information**



Christy Avi	20
Gabriela	23
Lina Amanta	22
Laura	21
Angelia	20
Nita Sheila	21
Anastasia Sherina	20
Nixie Valencia	24
Anastasia Dewi	21
Clarisa	20
Novita	21

Shera	21
Jessica Wibowo	23
Nita Vania	22

The table shows that the ages of young adult women who visit the coffee shop are between 20 to 24 years old with 21 years old dominating the age.

### 3.2.2 Instrument

The instrument used in this research was interviews. All of the information asked during the interview was about the frequency of the girls to go to the coffee shop and the reasons they go to the coffee shop. The interviews were conducted in coffee shops in Semarang (Kopitiga, Moment, Titiktujuh, pesandua, Antara kata, dolkopi, lakon).

### 3.2.3 Procedure

To collect the data, firstly the writer interviewed 14 participants (female young adults) using the interview. The interviews were recorded. Secondly, the writer transcribed the recorded interview. Third, the writer interpreted the data.

## 3.3. Method of Data Analysis

Since the researcher was intended to know the female young adult's reasons for going to the coffee shop, the writer used a qualitative method. In most qualitative studies, data collection and analysis take place simultaneously (Ary, Jacobs, Razavieh,

& Sorensen, 2006). Data analysis is done as the data are collected. Three steps suggested by Gay et.al (2009) are used in analyzing the data. First, the writer transcribed the interviews. Then, the writers scanned the materials and arranged the data depending on the source of information. Next the writer read the data as a whole. The writer tried to create the general sense of the information collected. The writer wrote some notes about the general idea of the data and then analyzed them, and found the result. In this case, the writer interviewed some girls who often come to the coffee shop so this qualitative research was a conclusion of the research problem.

