

CHAPTER 3

RESEARCH OF METHODOLOGY

3.1. Type of Research

In collecting data about the Chinese New Year in Ketapang, the researcher applied qualitative research. Qualitative research focuses on the characteristics of language as communication with attention to the content or contextual meaning of the text (Budd, Thorp, & Donohew, 1967; Lindkvist, 1981; McTavish & Pirro, 1990; Tesch, 1990) (Shannon, 2014) represent. The writer collected the data from people who were born, live, and celebrate the Chinese New Year in Ketapang, and also really understand what is Chinese New Year is.

3.2. Data Collection

The writer was the observer who also celebrated the event and collected the data or pictures from the participants while interviewing them while they were celebrating the festival.

3.2.1 Participant

Participants of this research were the Chinese community in Indonesia from Chinese background who were born and live in Ketapang. The writer formulated some criteria for choosing the participants. The criteria were as follows:

- a) The participants were born from a Chinese ethnic group, living in Ketapang, and are still celebrating Chinese New Year.

b) The participants were born in Ketapang and became a *Tatung* on Cap Go Meh festival.

The writer used a snowball method to take the information. The writer asked the participants chosen to indicate other participants with the same criteria. The following is the data of the participants.

INTERVIEWEES	GENDER	STATUS
1	MALE	<i>TATUNG</i>
2	MALE	<i>TATUNG</i>
3	MALE	<i>TATUNG</i>
4	FEMALE	<i>LAYMAN</i>
5	FEMALE	<i>LAYMAN</i>

3.2.2. Instrument

The writer interviewed the participants with open-ended questions, recorded the conversation, took pictures and videos, and made outlines to understand how the Chinese Indonesian people of Ketapang understand *Tatung*.

3.2.3 Procedure

The author used the following procedure to collect data:

1. The writer observed how the Chinese community in Ketapang thinks about *Tatung* which is part of the Cap Go Meh celebration in Ketapang.

2. The writer made a list of questions on *Tatung* for the participants of the research.
3. The writer interviewed the participants based on the writer's interview protocol.
4. The writer transcribed the recorded conversation and analyzed the result to obtain the answer to the research questions.

3.3. Method of Data Analysis

To answer the research questions, the writer used the data collected to reveal the Chinese Indonesian of Ketapang understands *Tatung* and the meaning of *Tatung* for them. Using the study of Chan (2009, 2012), the writer analyzed the phenomenon of *Tatung* in the Ketapang community.

