

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1. Research Design

This study aims to find out FLA students' perception of consuming *Moringa Oleifera* leaf pudding as an alternative to healthy food. To obtain the data to analyze, the writer used a qualitative research method. The purpose of qualitative research is to explore the meaning of the people's experiences, the meaning of people's culture, and how people view a particular issue or case (Elkatawneh). By using a qualitative research method, the writer could get more thorough information from the respondents on their perception of *Moringa Oleifera* leaf pudding.

3.2. Method of Data Collection

3.2.1. Participants

In this study, thirty students of the Faculty of Language and Arts' Soegijapranata Catholic University batch 2017 – 2019 were chosen as the participants. The number is the minimum number of participants agreed with the number proposed by Cohen, Manion, & Morrison (2007).

3.2.2. Instrument

To achieve the aims of this study, the writer used observation and interviews. The interview was recorded either by video or voice. The writer gave several questions to the respondents. There were several questions that the interviewees needed to answer after they ate the dessert.

The list of the questions is as follows:

1. Do you like the pudding? Yes/No
2. Why/Why not?
3. Do you know that this is a *Moringa Oleifera* (kelor) pudding? Yes/No
4. Why/Why not?
5. Have you ever eaten other vegetable pudding? Yes/No
6. If the answer is "no", the following questions are asked: Is it delicious? How does it taste? Now that you know that this is a vegetable pudding, what do you think about this pudding? Do you want to consume it again? Do you want to buy other vegetable puddings?
7. If the answer is "yes", the following questions are asked: If my product is compared to other products, does my product taste better? Do you want to consume my moringa pudding again?
8. In your opinion, is this vegetable pudding healthy? Yes/No
9. Why/Why not?

The purpose of giving the product to the respondent is to provide a direct experience to the taste of the processed *Moringa Oleifera* leaf pudding. The questions are open-ended to get more intense and significant perspectives of the interviewees.

3.2.3. Procedure

The procedures of the data collection were :

1. The writer prepared an interview protocol to find out the Faculty of Language and Arts Students' perception of consuming vegetable pudding.

2. The writer chose thirty students of the Faculty of Language and Arts from batch 2017-2019 to interview. Those interviewees were active students who were still studying at the Soegijapranata Catholic University. The interviews were conducted online because they were carried out during the Covid 19 pandemic.
3. The writer made pudding samples. Because the study was about the interviewees' perception of the taste of a dessert, *Moringa Oleifera* Pudding, therefore before the interviews, the writer made the dessert as samples. To make *Moringa Oleifera* pudding is easy. The ingredients are :

- 1 handful of *Moringa Oleifera* leaves;
- 50 gr sugar
- 1 sachet nutrijel 400 ml
- 400 cc of liquid milk.

The steps to cook the *Moringa Oleifera* Pudding are:

1. Wash the *Moringa Oleifera* leaves, then boil them. When the water boils, remove the pan from the heat. Set aside the leaves. Keep the cooking water;
2. Blend the boiled *Moringa Oleifera* leaves;
3. Boil milk, the remaining water for boiling *Moringa Oleifera*, nutrijel, and sugar in low heat until boiling.
4. Put *Moringa Oleifera* leaves that have been mashed briefly and mix well, then lift and let the steam come out.
5. Put into the mold. And let it cool and freeze.
6. *Moringa Oleifera* pudding is ready to consume

To make the pudding more attractive and eye-catching, the writer put whipped cream on the top of the pudding and sprinkled some candy on the top of the whipped cream as the topping.



Figure 3.1. Sample of *Moringa Oleifera* pudding (from above)



Figure 3.2. Sample of *Moringa Oleifera* pudding (from the front)

4. The writer sent the puddings to the potential interviewees. After the researcher got the confirmation that the potential interviewees received and consumed the pudding, the writer started to contact the potential interviewees for interview sessions.
5. The writer conducted interviews by asking some questions with regard to the data collected. The writer made sure that the interviewees had eaten the

product before answering all of the questions. The interviews were recorded in order to keep the accuracy and details of the interviews.

6. The result of the interviews would be transcribed and then analyzed based on the theories.

3.3. Data Analysis

After gaining and collecting the data, the writer analyzed the data. The writer analyzed the data based on the theories that the writer used. The writer made summaries of all of the data and concluded by analyzing the transcript of the interview.

