CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

The writer of this research used the design of qualitative research based on Creswell (2018) who said "Qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or hu-man problem. The researcher builds a complex, holistic picture, analyzes words, reports detailed views of informants, and conducts the study in a natural setting" (p. 15). Data analysis would include gathering data by collecting results from the respondents, interpreting the data, and writing reports on the results. In reporting the data, the researcher could be describing the results descriptively based on the research instrument someone has.

3.2 Method of Data Collection

3.2.1 Participants

The primary data sources of this research were male and female participants of the *FLA x Grand Order MLBB E-Sport Tournament.* Some of the respondents lived in the city of Semarang, Jawa Tengah, and other regions outside of Semarang like Tangerang, and Bali. There were 30 participants who were willing to be the research respondents. Their gender was 18 males and 12 females. Their age group was within the range of 17-25 years old. These video game players joined a tournament that was held by The Faculty of Language and Arts. The faculty made a collaboration with the gaming empire of Grand Order (GO) Semarang. GO was a relevant gaming group to

collaborate with because it had been known as a group that often joins in online gaming tournaments, especially when the focused video game to play with was *Mobile Legends.*

To support the research, the writer also made use of library research, which provided the writer with a wide range of resources.. Library research was relevant to use because there was the possibility to do a step-by-step process used to gather information needed to write a research paper. As informed by Hasan (2020) the thesis writing could involve the writing process of doing backup, revisions, or adding materials which included PDF journal articles online.

3.2.2 Instrument

The purpose of this study was to prove that video games were considered a product of popular culture. To achieve this goal, a questionnaire was designed as the instrument to collect data relating to players' gaming experiences. As a model, Ching's (2005) game elements questions that were asked through her questionnaire were re used as a guide for making this research's instrument. In this way, the writer could yield results that provided answers for the game elements as has been done by the researcher.

In practice, the researcher has analyzed the results from the questionnaire in which there were categorizations between male and female tournament participants' preferences that were based on the elements and references from the literature review. The Preferences' data collected have become the foundation to later be interpreted for proving that video games were products of popular culture.

3.2.3 Procedure

In this research, the procedure followed the following steps:

1. Downloaded and found journals or books/e-books regarding the topic and made them as a basis of the research background and research method.

2. Read the downloaded materials carefully to fully understand the characteristics of popular culture which proved that video games were popular culture.

3. Distributed questionnaires to the participants of *FLA x Grand Order MLBB E-Sport Tournament*.

4. Interviewed some of the participants.

5. Interpreted and analyzed the questionnaire and interview data results

6. Made a conclusion that indicated video games as popular culture and the Tournament players' preferences in the kinds of elements the video games had.

3.3 Method of Data Analysis

The questionnaire contained 21 questions and was distributed to 30 respondents of *FLA MLBB E-Sport Tournament*. Some of them were interviewed with a total of 5 questions. This was necessary to do, in order that the writer could complete his thesis research analysis and come up with a conclusion.