CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1   Research Design

This is a qualitative study. A Qualitative study is an approach to explore and understand

the meaning that some groups or individuals ascribe from social or human problems

(Creswell, 2013). This study aims to find the customers' language preferences for

coffee packaging. The writer will use the open-ended questionnaire and interview as

the instrument of this research.

3.2   Method of Data Collection

The writer shared an open-ended questionnaire with twenty-five participants. Then, the

writer conducted interviews with five participants after the participants had previously

given questionnaires.

3.2.1   Participants

The participants are 25 customers of Beana Roastery, a coffee roaster in Semarang that

sells roasted coffee beans. Most of the customers in this shop are baristas, coffee shop

owners, and coffee enthusiasts. By looking at the profile of the customers, it is pretty

strong that they understand the terminologies in the coffee industry. Their regular

frequency of purchasing coffee beans also meets the requirement of the participants in

this research.

3.2.2   Instrument

The instrument used in this research was open ended-questionnaire and interviews.

Twenty-five participants were given open-ended questionnaires related to the

customers' language preferences for coffee packaging. Then, the writer interviewed five of the participants. Open-ended questionnaires and interviews were conducted online due to the COVID-19 pandemic.

3.2.3 Procedure

1. Preparing Questionnaire

   The writer prepared ten questions on customers' language preferences for coffee packaging.

2. Distributing Questionnaire

   The writer distributed the questionnaire to all 25 participants from the customers of Beana Roastery. Google form was used to distribute the questions. After collecting the questionnaire, the writer analyzed the data.

3. Conducting Interview

   After receiving answers from all 25 participants, the writer chose 5 participants for the interview. The interview was used to deepen any information about customers' language preferences for coffee packaging. The interview was conducted online by video call due to this COVID-19 pandemic.

4. Data Analysis

   The data gained were analyzed qualitatively based on the theories used in this study.

3.3 Method of Data Analysis

The data gained were analyzed qualitatively based on the theories used in this study.