

## CHAPTER 3

### METHOD OF DATA COLLECTION AND ANALYSIS

#### 3.1 Research Design

In this study, the researcher used a qualitative method. Human behavior is tied with the context that happens, so this method focuses on comprehension of people on their experiences (Ary et al., 2010). This qualitative method explores the quality of relationships, activities, conditions, and materials that are formed in words or pictures instead of numbers or statistics. The research dealt with the addressing terms between *Ci-Ko* which are from Chinese language and *Mbak-Mas* which are from Javanese language are used to address young people. The participants were selected based on the criteria the researcher made.

#### 3.2 Method of Data Collection

##### 3.2.1 Participants

The participants for this study were main from active students in Soegijapranata Catholic University. This university has students from different regions and ethnicities. The researcher recruited students of Javanese ethnicity and Chinese ethnicity who have experienced being addressed by *Mbak-Mas* and *Ci-Ko*. The researcher used purposive sampling to find the participants who fulfill the criteria for this research.

There were twelve participants with six participants for each ethnicity. The following are the criteria to select the participants.

1. The participants are students in Soegijapranata Catholic University;
2. The participants are either Javanese or Chinese Indonesian;
3. The participants live in Central Java;
4. The participants have experience in dealing with the addressing terms *Mbak-Mas* and *Ci-Ko*.

Although most of the participants were found using a purposive sampling, the researcher also used a snowball sampling technique to find other participants by asking her friends. Ary et al. (2010) explain that snowball sampling usually is used in qualitative research that “occurs when the initially selected subjects suggest the names of others who would be appropriate for the sample, the latter suggest others, and so on” (pg. 650).

### **3.2.2 Instrument**

In validating the qualitative data, the researcher used triangulation method. It uses different kinds of methods and data in doing research (Ary et al., 2010). The researcher used two instruments to establish the validity of the data from the data sources. In relation to that purpose, the researcher used semi-structured interview and focus group discussion.

#### **a. Semi-Structured Interview**

A semi-structured interview lets both the interviewer and interviewee(s) have a discussion related to the topic that is undercover in detail (Hancock et al., 2009). To

maintain the questions and the discussion that is related to the topic, the researcher made an interview guide to make her easier in arranging the conversation.

These days, there are many ways to collect the data from the participants. The researcher used two ways of collecting the data, they were by online, that is via Google Meet platform, and offline, that is making an appointment for an interview. The researcher chose Google Meet platform because it allows the researcher to record the whole video so that it could be saved in her Google Drive which connects to her Email. While in offline situations, the researcher recorded the interviews by using her smartphone and transcribed them into word documents.

#### **b. Focus Group Discussion**

Focus Group Discussion is a method where the researcher holds a group interview which consists of six participants who gave their opinions in order to obtain different perspectives next to each other (Ary et al., 2010). In this research, the researcher put both Javanese and Chinese Indonesian students in one place where they can see each other. The researcher aims to make an open discussion so that each ethnicity could listen to each other's opinions related to the topic of the research.

In putting the students in one place, the researcher asked their willingness to be interviewed in an online group discussion. There were six students coming from Javanese and Chinese Indonesians. The chosen students had been interviewed personally before. Since the focus group discussion were held online, The researcher

used Zoom platform. The platform also let the researcher record the meeting. After that, the researcher transcribed it into word documents.

### **3.2.3 Procedure**

The researcher applied threads of procedure in order to collect the data as described below.

#### **a. Semi-Structured Interviews**

1. The researcher chose twelve Soegijapranata Catholic University students that consisted of six Javanese and six Chinese Indonesians;
2. The researcher asked the chosen students' willingness to be interviewed personally;
3. The researcher made an appointment with the students to be interviewed;
4. The researcher interviewed the students and recorded it;
5. The researcher transcribed the recorded interviews into word documents. In transcribing, the researcher made pseudonyms for all the participants to protect their confidentiality.

#### **b. Focus Group Discussion**

1. The researcher chose six Soegijapranata Catholic University students that consisted of three Javanese and three Chinese Indonesians, and they had been interviewed personally before;
2. The researcher asked the chosen students' willingness to be interviewed in a group;

3. The researcher made an appointment with the students to be interviewed;
4. The researcher interviewed the students and recorded it;
5. The researcher transcribed the recorded interview into a word document. In transcribing, the researcher made pseudonyms for all the participants to protect their confidentiality.

### **3.3 Method of Data Analysis**

After collecting the data, the researcher also had several stages in analyzing the data as explained below using stages from Creswell (2007), that is also cited in Ary et al. (2010).

1. The researcher organized the data by managing, reading, and taking notes from the transcribed documents.
2. The researcher started to conduct an open coding, which is aimed to categorize similar phenomena into a group in order to find the related data based on the research questions (see the research questions on page 5).
3. The researcher interpreted, represented, and concluded the findings.