

## **CHAPTER III**

### **METHOD OF DATA COLLECTION AND DATA ANALYSIS**

#### **3.1. Research Design**

The researcher employed a qualitative method in this research. Siddique et al. (2012) said that qualitative data includes any non-numerical information that can be captured. This definition is supported by Cohen et al. (2009) who said that qualitative research collects information that is not in numerical form.

#### **3.2. Method of Data Collection**

##### **3.2.1. Participants**

The participants of this study were female adults (20-25 years old) who were the customers of the @kosmetikmurahsmg27. To get the participants, the writer asked the female customers of kosmetikmurahsmg27 for an interviewed. To avoid uncomfortable situations, the writer approached the female customers whom the writer was familiar with, then the writer asked this certain interviewee to introduce the writer to other female customers she knows. This method of sampling is called snowball sampling (Cohen et al., 2009). In the study, the writer had five (5) interviewed. The writer reviewed the agreement from the interviewed to reveal their names.

##### **3.2.2. Instrument**

The instrument used in this research was interview. All of the information asked during the interview was about the frequency of the girls to go to

@kosmetikmurahsmg27 and the reasons they go to @kosmetikmurahsmg27. The interviews were conducted at @kosmetikmurahsmg27.

### **3.2.3. Procedure**

To collect the data, firstly the writer interviewed 5 participants (female young adults). The interviews were recorded. Secondly, the writer transcribed the recorded interview. Third, the writer interpreted the data.

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

Since the writer is intended to know the female young adult' reasons for going to @kosmetikmurahsmg27, the writer used a qualitative method. In most qualitative studies, data collection and analysis take place simultaneously. Data analysis is done as the data are collected. Three steps suggested by Siddique et al. (2012) are used in analyzing the data. First, the writer transcribed the interviews. Then, the writers scanned the materials and arranged the data depending on the source of information. Next the writer read the data as a whole. The writer tried to create the general sense of the information collected. The writer wrote some notes about the general idea of the data and then analyzed them based on the theories in chapter 2.