

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

The writer used descriptive qualitative data analysis. Creswell (2016) defines qualitative research as “a method for exploring and understanding the meaning that – by a number of individuals or groups of people – is ascribed to social or humanitarian problems (p.4)”. Data analysis used by the writer refers to steps of analysis (Creswell, 2016). First, process and prepare data for review; Second, read all the data; Third, start coding all research data; Fourth, describe the categories and theme settings to be analyzed; Fifth, present qualitative narrative reports, and sixth, make interpretations in qualitative research.

3.2 Method of Data Collection

3.2.1 Participants

The participants in this study were Trend Barber Shop owner and ten *Trend Barbershop* customers who were repeated customers interviewed about promotional strategies.

3.2.2 Instrument

An instrument is very important in research; its function is to obtain the data or information that consists of facts, beliefs, feelings or intentions. There are five kinds of research instruments, they are interviews, questionnaires, observation, documentation and the test (Creswell, 2018)

The data of this research was collected by using three forms of instrument: observation, interview, and documentation. An observation is a means of measuring what the writer hears, sees, and thinks. The writer will give some questions and ask the owner of *Trend Barber Shop* and ten customers of *Trend Barber Shop*. Documentation is collecting necessary documents and data related to the researcher's problems, then studying them intensively so that they can support and prove an activity.

3.2.3 Procedure

For this research, the writer will take the following procedures to collect the data:

1. Research Preparation Stage

At the research preparation stage, the writer did the things that are needed, namely:

- a. The writer asked permission from the owner of *Trend Barbershop* and ten customers to be interviewed.
- b. The writer set the date, time, and place of the interview according to the availability of the *Trend Barbershop* owner and ten customers of *Trend Barber Shop*.
- c. The writer took photos, videos, and notes during the interview process and collect the documents.

2. Research Implementation Stage

- a. In the implementation stage, the writer went to the *Trend Barber Shop* location in Tembalang, Semarang and conducted an interview. The writer conducted an interview with the owner of *Trend Barbershop* and ten customers of *Trend Barber Shop* by asking questions about the promotion strategies used by *Trend Barber Shop*.

- b. The writer evaluated the steps to formulate a promotional strategy, the process or stages of implementing promotional activities, and analyze the promotion strategy of *Trend Barber Shop*.
- c. The writer analyzed the data from the interview result and made a narration according to the results of the interview.

3.3. Method of Data Analysis

Data analysis is the process of organizing and sorting data into patterns, categories and basic units of description, so that data can be found to answer the problems studied (Novianti et al., 2021). In this research, the writer will analyze the data collected using three forms of instrument: observation, interview, and documentation based on the theory of promotion strategy and service marketing strategy from Fatihudin & Firmansyah (2019). The stages and steps for formulating a promotion strategy will be explained and analyzed the Promotion mix that has been applied to customers regarding the Trend Barbershop promotion strategy.