

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

Qualitative research is used to investigate the problem in this research. According to Creswell (2017), qualitative research explores and understands the meaning individuals or groups ascribe to a social or human problem. Qualitative research is exploratory and useful when the researcher does not know the important variables to be studied. The variable here is a promotional strategy and sales through Instagram.

3.2 Method of Data Collection

3.2.1 Participants

The author has obtained the primary data from interviews with administrators and Loukals_ owner. The data of the informants that will be studied in this research are:

1. Loukals_ Owner
2. Social media manager

The reason the two figures are used as informants by the author is that they are the ones who planned and carried out the Loukals_ Donut Store's promotion strategy. The author has gathered information regarding the marketing strategies in Loukals Donuts' Instagram account and how the informants create or maintain the marketing strategies to reach targeted engagement and the sales of the products.

3.2.2 Instruments

This research used the In-depth Interview method. Researchers conduct research that focuses on a series of events, actions, or activities, individual or collective, that develops over time in a particular context.

The data gathered in this study was from interviews with the informants from Loukals_ donuts. The author also obtained data related to the social media marketing strategies of Loukals donuts and the sales status after promoting their product on Instagram. This finding has helped the author investigate the brand's development for promoting its product using Instagram. The obtained data have also been analyzed using the online marketing theory of Chaffey.

Appropriate researchers to dig up information about the application of the promotion strategy of Loukals_ donut store through social media Instagram to increase sales, namely by using the Chaffey Theory (2015) as the base of this research. His theory mainly focuses on the online marketing theory which in the modern era is used for promotion. This is done because more and more people has gone online most of the time. With this situation, online marketing starts to become a trend in order to increase sales.

3.2.3 Procedure

To get maximum results, the researcher prepared a flow of procedures so that this research can run as expected and on track. Therefore, researchers prepared four

procedures that must be followed. The four procedures started with the writer deciding on participants according to primary data to conduct interviews who are considered to have information, as actors in Loukal's promotions, and ready to become interviewees. Along with that, the writer conducted the interview. In the interview session, the writer recorded interview information by making handwritten notes, audiotaping, or videotaping. Finally, after the three steps above, the writer analyzed the data using the theory of online marketing of Chaffey by reading several literature and journals related to the topic.

3.3 Method of Data Analysis

Data is an essential part of the research. According to Roh *et al.*, (2019), data is the most crucial thing to conducting research. The data is divided by the researcher, for example, which data is used to answer the question of how Loukal's marketing strategy uses Instagram as a promotional tool. This required the researcher to categorize the data obtained to answer the questions properly. Then the researcher also used the theory of marketing strategies by Chaffey (2015) to analyze the result of the interviews in terms of social media marketing to increase the sales of Loukals_donut. This was done by analyzing using library research of journals and literature related. In addition, the data is presented in qualitative method, later in the form of a narrative rather than a number.