

CHAPTER 3

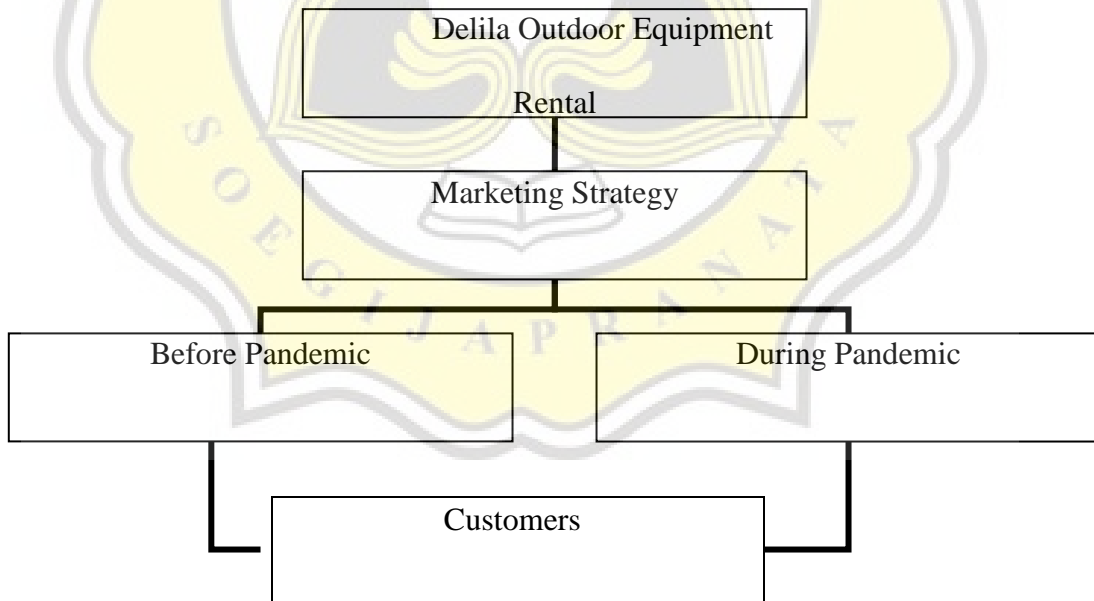
METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

This research used a qualitative method. The researcher's role in the study is to draw from an ever-expanding list of data sources, to collect the data using specified procedures, to analyze the information using several steps of analysis, and to mention approaches for documenting the reliability or validity of the data acquired (Creswell, 2014, p.184).

Figure 3.1

Research Design



The researcher investigated the marketing strategies used by Delila before and during the pandemic.

3.2 Method of Data Collection

In collecting data, the researcher required Interviews, observation, documents, and visual materials (Creswell, 2014, p.212). This research was conducted through interviews. To get the data, the researchers conducted an interview with the owner and employees of Delila to get more information related to their marketing strategies before the pandemics and during the pandemic.

3.2.1 Participants

Participants in this study were the owner and the two employees of Delila. The researcher focused on the one (s) who handle the marketing to be interviewed since they play a big role in this study.

3.2.2 Instrument

Interviews were conducted with the owner and two employees to collect data on the condition of Delila before and during the pandemic, how they do the marketing, and what strategies they used before and during the pandemic. The interviews conducted in this study were semi-structured. The reason is that by using semi-structured interviews, researchers can interview sources in situations that are more enjoyable so that sources can more easily express ideas and be more open in the interview. Interviews were conducted using an interview guide, with open-ended questions where the interviewer brought guidelines in the form of an outline of the things to be asked.

3.2.3 Procedure

There were several procedures that the researcher needed to do in collecting data. The researcher interviewed the owner and the employees of Delila in 2022 about the condition of the business before and during it was hit by the pandemic. The interviews conducted were recorded and then transcribed for reliable and trustworthy data collection.

3.3. Method of Data Analysis

In line with what Creswell (2014) said, data analysis in qualitative research proceeded hand-in-hand with other parts of developing the qualitative study, i.e, the data collection and the write-up of findings. In this case, documentation was very important because it can provide a general understanding of the information or overall picture. While interviews were going on, for example, researchers may analyze an interview collected earlier, write memos that may ultimately be included as a narrative in the final report, and organize the structure of the final report (Creswell, 2014, p.195). After getting all the data, the researchers analyzed the data using the 7Ps i.e product, price, place, promotion, process, people, and physical evidence (Firmansyah & Fatihudin, 2019, p.179).