

## CHAPTER 3

### METHOD OF DATA COLLECTION AND ANALYSIS

#### 3.1 Research Design

The researcher employed a qualitative approach to answer the research questions. The qualitative research approach is used to obtain more detailed information. In general, qualitative approaches seek to comprehend participants' experiences and perspectives regarding specific material (Mccusker & Gunaydin, 2014). The researcher chose phenomenology studies research design because the researcher knew that the topic needed a detailed description of the participant's experiences regarding the research topic which was the perceptions on the benefits and challenges of GoFood partner digital marketing before and during *Covid-19* pandemic. In this research, the literature that the researcher used also became a basis for comparing and contrasting the findings from the participants of this research (Creswell, 2014).

#### 3.2 Method of Data Collection

##### 3.2.1 Participants

The participants of this study were five culinary business owners that were categorized as micro businesses in West Semarang. The five culinary business owners are GoFood partners who used GoBiz before and during *Covid-19* pandemic. The five participants are *Depot Mie Surabaya Cak Doel*, *Mie Bakso Kondang Rasa*, *Nasi Ayam Yu Nah*, *Jus Buah Mobil Puri*, *Tahu Gimbal Mas Roy*. This business scale categorization was made based on the amount of capital that they used, target market, location and facilities.

### **3.2.2 Instrument**

The instrument used in this research was interviews. The interview questions were split into two sections. The first section of the interview questions consisted of profiles of the participants and their businesses. The second section of the interview questions consisted of some questions in the form of ‘what’, ‘how’, ‘or why’ questions, regarding the research topic which was the perceptions on benefits and challenges of GoFood partner digital marketing before and during Covid-19 pandemic (Mccusker & Gunaydin, 2014).

### **3.2.3 Procedure**

The procedure to get the data and information in this research began with preparations as follows:

1. First, the researcher prepared all of the interview questions.
2. Second, the researcher interviewed the participants using prepared interview questions. The researcher and the interviewees employed pre-existing health procedures for the direct interviews.
3. Third, the researcher transcribed the interview recordings from the participant interviews. The researcher then classified the transcribed interview recordings depending on the categories of questions. Finally, the researcher began analyzing the findings in order to find the answer to the study questions.

## **3.3 Method of Data Analysis**

Following the completion of the data collecting technique, the researcher did data analysis to interpret and draw conclusions from the raw data materials obtained from the interview. The findings were then analyzed qualitatively based on Digital Marketing theories (Chaffey & Smith, 2008). When the researcher had finished analyzing the data, the findings were presented in table and then summarized it regarding culinary business

owners' perceptions of the benefits and challenges of GoFood partner digital marketing before and during the *Covid-19* pandemic.

