

## CHAPTER 3

### METHOD OF DATA COLLECTION AND ANALYSIS

#### 3.1 Research Design

The writer uses the qualitative method to analyze and interpret her data in the research. The qualitative method collects data through examining documents, observing behavior, or interviewing participants (Creswell, 2014, p. 257). The information is gathered by talking directly to people and seeing how they behave at the site where participants experience the issue or problem under study. The writer reviews all the data, makes sense of it, and organizes it.

#### 3.2 Method of Data Collection

Data collections were conducted in two ways. The primary data was obtained directly through finding several batik clothes with the peacock motifs at *Kampung Batik Semarang* on October, 2022, and interviewing the sellers who are talented in being batik conceptors. The secondary data is obtained through the process of collecting data from books, academic journals, website, article, and other reliable sources.

### **3.2.1 Participants**

The writer used batik sellers who are talented in being batik conceptors at *Kampung Batik Semarang* as participants in this research. The first one is Mr. N, who is a batik conceptor and owner of *Omah Batik Ngesti Pandawa*. The second one is Ms. O, one of batik conceptors at *Batik Temawon*. The third one is Ms. M, a batik conceptor and owner of *Batik Arjuna*. The last one is Mr. N, a batik conceptor for some of his batik collections at *Batik Puspitasari*.

### **3.2.2 Instrument**

The instrument to support the data analysis besides gathering information from websites, journals, and books is an interview.

### **3.2.3 Procedure**

There were several steps the writer took in collecting the research data. First, the writer made a list of question. Then, the writer went to *Kampung Batik Semarang* to find batik sellers who were talented in being batik conceptors of batik with peacock motif. Third, the writer asked for their permission and interviewed them. The writer asked several questions related to the peacock and other motifs (flowers), especially from cultural and religious perspectives. The writer also took pictures of the batik clothes with the peacock motif. The last step was transcribing and analyzing the result.

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

This research used qualitative research to explain the cultural and religious meanings of using the peacock motif in batik cloth and how the peacock motif delivers the idea of bringing awareness to people about taking care of the environment. The analysis was conducted by transcribing the results of the interview. The writer interpreted the results of the interview by matching the information gained from selected academic journals. Then, the writer made a conclusion.

