

## CHAPTER 3

### METHOD OF DATA COLLECTION AND ANALYSIS

#### 3.1 Research design

This study applied a qualitative method. Qualitative research is a research method to investigate and comprehend the implication that few people or groups of people think in connection with social or human issues (Creswell & Poth, 2007). This study aims at finding out the use of Instagram Advertisements in developing Semarang Customers' purchase intention. It looks at the personal experience of each participant related to the use of Instagram Advertisements. Thus, qualitative inquiry is the appropriate design for this study.

#### 3.2. Method of Data Collection

##### 3.2.1 Research participants

This study targeted at female customer respondents, particularly from the ages of 15 to 28 years old because based on the researcher's preliminary observation, they are the ones who were influenced by Instagram Advertisements to shop online. The respondents were chosen from Semarang area, for the sake of practicality. The target number of respondents required for data collection was 10 customers. Below is a table listing the description of the respondents presented anonymously.

#### Table 1

*Description of respondents*

No.	Name of respondents	Age	Notes on the respondents
1.	A	22	Lives in Semarang, Unika Soegijapranata student
2.	B	23	Lives in Semarang, Universitas Dian Nuswantoro student
3.	C	19	Lives in Semarang, UNISBANK student
4.	D	25	Lives in Semarang, bank employee
5.	E	21	Lives in Semarang, school part-timer
6.	F	20	Lives in Semarang, USM student
7.	G	20	Lives in Semarang, Unika Soegijapranata student
8.	H	24	Lives in Semarang, restaurant daily worker
9.	I	27	Lives in Semarang, bank staff
10.	J	26	Lives in Semarang, shop employee

### 3.2.2 Instruments

The data were collected by conducting structured interviews. The interviewer targeted at female customers from the ages of 15 to 28 years old. The researcher asked fixed questions to the respondents according to the order and the number of questions. The answers were transcribed and grouped. The interviewer has double-checked the interview transcripts in order to make sure that the data is valid. The respondents in this research were presented anonymously to protect their privacy.

### **3.2.3 Procedure**

The procedures of the data collection are:

1. The researcher conducted interviews.
2. The researcher chose 10 targeted respondents.
3. The researcher asked questions to the respondents according to the order of the questions.
4. The researcher collected the answers of the respondents.
5. The researcher transcribed the results of the interview.
6. The researcher double-checked the transcripts of the interview.
7. The researcher grouped, analysed and interpreted the results of the interview.

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

The results obtained of the interview were transcribed, grouped, analysed, and interpreted by the researcher. In the next step, the data were analysed using the theory based on the theory on Instagram Advertisements features by de Jong (2018) which revealed that Instagram is considered as an incredibly relevant platform to explore. This is related to its increasing popularity and use in marketing.