CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Type of Research

The writer used qualitative method on this research. In qualitative research, researcher seeks to establish meaning of a phenomenon from the views of participants, and one of the key elements of collecting data in this way is to observe participants' behaviors during their engagement in activities. The data can also be collected through open-ended interview(Cresswell, 2014). Kvale (1996,p.14) as cited in(Cohen, Manion, & Morrison, 2007) mentions that interview means interchange of views between two or more people on a topic of mutual interest. Interviews enable participants – be they interviewers or interviewees – to discuss their interpretations of the world in which they live, and to express how they regard situations from their own point of view.

This research type used here is explanatory research with qualitative approach. The data will be collected from 5 sellers of antique furniture in Yogyakarta. The writer interviewed them in depth to get their perception on the antique furniture and how they decide the price, place and promotion for the antique furniture.

3.2 Method of Data Collection

3.2.1.   Participants

In order to get data, the writer comes to five antique furniture companies in Yogyakarta. The following are the data of the respondents.

1. PT: Trimo Antik
2. PT: Yogya indo global
3. PT: Merdeko interiors
4. PT: Y8H furniture
5. PT: Andro Ardeko

These five companies sell antique furniture like tables, chairs, and dressing tables.

3.2.2. Instruments

In order to achieve the purpose of this research, the writer interviewed them by using the interview guide the writer constructed in order to dig their perception.

3.2.3. Procedure

In order to collect the data, the writer came to five antique furniture sellers in Yogyakarta. He will ask permission to have interview with them. Then, the writer interviewed and recorded it. After that, the writer transcribed the result of the interview.

3.3 Method of Data Analysis

The data got were analyzed to see how the antique furniture sellers perceive the antiquity of the furniture and how they apply marketing mix in selling the antique furniture.