

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

This study aims to determine the marketing strategy makeup artists use to increase sales during the COVID-19 pandemic. To address the research questions, the writer employed the qualitative method. Qualitative research aims to understand individuals or groups based on the experiences experienced by respondents. The qualitative research process involves important efforts, such as asking questions and procedures, collecting specific data from respondents, analyzing the data inductively ranging from specific themes to general, and interpreting the data (Creswell, 2009).

3.2 Method of Data Collection

3.2.1 Participants

In this study, the researcher chose convenience and purposive sampling to get samples. Convenience sampling is a sampling procedure in which the researcher recruits respondents from people who are easily accessible, while purposive sampling is a sampling method with a non-random sampling technique where the researcher selects the sampling by determining the special characteristics that are by the research objectives so that it is expected to be able to answer research problems. Currently, the number of makeup artists as members of Semarang MUA Community (SEMUA) are 146 people, this community consists of makeup artists in Semarang and they have a Whatsapp group. In this study, the researcher selected makeup artists in Semarang

whose ages range between 18-40 years with minimal experience as MUA for about four years. Below is a table listing the description of the respondents with pseudonyms.

Table 1

Description of respondents

No	Name of respondent	Age	Length of experience (in years)	Notes on the respondents
1	Rucika	29	5	Ms. Rucika is a full-time makeup artist. Usually, Ms. Rucika handles clients with the needs of graduation, pre-wedding, and the family of brides.
2	Eli	38	7	Eli is a freelance makeup artist and salon owner based in Semarang and Boyolali. She started her career in 2014. Ms. Eli often handles clients for weddings. Now she begins a new business---suit and <i>kebaya</i> rental.
3	Seila	25	5	Seila is a makeup artist who lives in Semarang and Demak. In addition, she also provides makeup, henna, and hijab-do courses.

4	Alin	20	4	Alin is a freelance makeup artist who has been in the business since high school. She started working as a bridal makeup artist at a fairly young age.
5	Meira	30	7	Meira is a Javanese bridal makeup artist and wardrobe rental owner. Armed with seven years of experience, she currently has around four to five assistants.
6	Cheri	29	4	Cheri is a makeup artist with four years of experience. She started her career as a makeup artist for graduation, pre-wedding, and invitations. At the end of 2021, she became a bridal makeup artist.

3.2.2 Instruments

This study used semi structured interviews to collect data. The writer interviewed makeup artists in Semarang to collect data on their marketing strategies, constraints, and experiences during the pandemic. To guide the interviews, the writer prepared interview guides. The interviews took around 60 to 90 minutes. The writer used an audio recorder to record the interviews. The names of the respondents in this research were changed and made into pseudonyms to protect their confidentiality.

3.2.3 Procedure

Data collection was conducted through the following steps:

a. Asking for permission

The researcher asked the respondent for permission to conduct the interview and briefly explained the purpose of the observation to the respondent. In addition, the researcher clarified that personal data would not be distributed to other parties and explained to the respondents that all conversations and activities were recorded.

b. Scheduling the Interview

The researcher conducted interviews one by one with respondents. There is no time limit during the interview. The interview schedule was discussed in advance with the respondents.

c. Conducting the Interview

The researcher opened the interview with ice breaker questions to establish rapport with the respondents. After that, the researcher began to ask questions. The researcher asked for respondents' consent to record the conversations.

d. Conducting Observations

The purpose of the statement is to obtain data that was not previously disclosed during the interview. The researcher observed the marketing strategy implemented by MUA to gain deeper information regarding the effectiveness of the strategy they used.

3.3. Method of Data Analysis

The researcher transcribed the results of interviews with respondents. Then she collected all the raw data (transcripts and notes) and organized them. In the next step, the researcher transcribed and coded the data using the theories of the marketing strategies by Kotler & Armstrong (2018) and Kotler et al. (2005). Coding is a method of determining the existence of emerging and strong facts from a large number of language sets or visual data. The data used in this study were in the form of interview transcripts, respondents' observation notes, notebooks, documents, images, photos, and videos, among other things (Saldana, 2009). In this study, the writer used interviews

with makeup artists. She also looked at their social media feeds, promotional activities, and other sources that might corroborate or contradict their statements to confirm their statements.

