

society and achieve a better life. This is stated as the primary vision of AIESEC: “*Peace and fulfillment of humankind potential*” (AIESEC International Annual Report, 2011: 4).

The members of AIESEC are special because they have weekly interaction with foreigners, especially white people during AIESEC activities such as projects in the society, welcome party gatherings, farewell party gatherings and local committee gatherings. The activities in AIESEC Surabaya, gives the members different experiences than any other organization because the members will feel the internationality in every single one of the AIESEC activities they participate in. It is believed that international experience leads individuals to begin to consider themselves part of an international professional community with peers around the world (Houston, 2006: 210). As the biggest youth organization in the world, AIESEC is giving its members the best experience of internationality. There is a possibility that AIESEC Surabaya members see the West from a different point of view than non-AIESEC members.

Finally, in analyzing the phenomena the writer tries to find how AIESEC Surabaya members’ views toward the West have developed using occidentalism approaches. In this study, the writer tries to connect the correlation of AIESEC and occidentalism in AIESEC Surabaya because the writer believes that the AIESEC organization will give meaningful impact to its members, revealing the view that AIESEC Surabaya members are members of an international organization that gives them unique perspective on how they see the West.

## **2. Methodology**

### **2.1. Research Methodology**

This study focuses in AIESEC members’ view toward the West and the implication of AIESEC in shaping AIESEC members mindset about the West. In this research, the writer uses qualitative method. According to Cresswell (2007: 37), qualitative research begins with assumptions, a worldview, the possible use of a theoretical lens, and the study of research problems inquiring into the meaning individuals or groups ascribe to a social or human problem. According to Kirk and

Miller, qualitative research is the tradition in social science which fundamentally depends on the observation of the human, in their environment or in the term itself (in Moleong, 2011: 4). Thus the qualitative research is emphasized to the human experience as this research purpose is to find the view of AIESEC Surabaya members toward the West.

## **2.2. Data Sources**

The primary sources from this research will be the members of AIESEC Surabaya and to get deeper analysis of the data, in-depth interview and transcript from the members will be collected. Then secondary sources will be taken from some articles, books journals, newspaper and website to support the analysis of data. For tertiary sources dictionary will be used to explain some definitions of key terms in this research.

It is important to have every detail of primary sources in every research in order to get a valid data. Because the primary sources here is in-depth interview transcript from AIESEC Surabaya members, some criteria of AIESEC Surabaya members as the informants are needed in order to gain more significance founding to support the writer's assumption. According to Burgess (2005: 155) in his book "Field Research: a Sourcebook and Field Manual" there are five ideal criteria of the informant which are the informant should have role in the community, good knowledge, willingness, communicability and impartiality. Then the writer decides to make some criteria based on Burgess with more personal addition to gain more specific details. The criteria of informants are male and female with the age range from 19-24 years old. The members should have leadership experience in AIESEC at least 6 month and always join AIESEC activities such as regularly meeting, welcoming party for foreign exchange participants, project involvement with society, and conference in AIESEC. They also should have contact with white people from AIESEC before.

## **2.3. Technique of Data Collection**

There are some steps in collecting the data of this research. The first step is participant observation, as Hume and Mulcock explained:

"Participant observation, requires that researchers simultaneously observe and participate (as much as possible) in the social action they are attempting to

document, thus requires a self-conscious balance between intimacy with, and distance from, the individuals we are seeking to better understand” (2004: xi)

By using participant observation, the writer gets the additional data of how AIESEC Surabaya members view the West.

The next data that is used in this research is interview result from the members, the same methods used by Amir’s (an Associate Professor of Sociology at Pennsylvania State University) research on Middle Eastern Americans by interviewing members of his family and incorporated a good deal of personal experience into his research (Silverman and Marvasti, 2008: 51). In-depth interview will be done by the writer to the informants. In-depth interview, in which the questions have the same wording and are asked in the same order but to vary the questions which they are asked is strictly limited (Sapsford and Jupp, 2006: 93).

#### **2.4. Technique of Data Analysis**

The theory which is used in this analysis is the theory of occidentalism by Venn. According to Venn (2000: 147), occidentalism is the institution of a particular imaginary, established in specific representations and tropes, in images, metaphors, symbols and signs which construct the frame of intelligibility of the West. The technique of data analysis of the research is applied the three concurrent flows of actions: data reduction, data display, conclusion and verification (Berg, 2001: 35). The data from in-depth interviews are gathered and then the data are converted into the written text as a form of qualitative data as the writer said before. This is part of data reduction, which is collecting data from raw material to be managed into more understandable data. The data from in-depth interview are many and if it is not reduced, the volume of data will be many and very hard to be analyzed. That is why data reduction is very important to make the analysis become easier. In this step the writer sorts some data from in-depth interview into more specific data.

The next step is data display which is the step after sorting the raw data into manageable data. As explained by Berg:

“The notion of data display is intended to convey the idea that data are presented as an organized, compressed assembly of information that permits conclusions to be analytically drawn...[These] displays assist the researcher in understanding and or observing certain patterns in the data, or determining what additional analysis or actions must be taken” (2001: 35-36).