

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Approach

There are three most common qualitative methods, explained in detail in their respective modules, are participant observation, in-depth interviews, and focus groups. Each method is particularly suited for obtaining a specific type of data (*Qualitative Research Methods: A Data Collector's Field Guide*):

- Participant observation is appropriate for collecting data on naturally occurring behaviors in their usual contexts.
- In-depth interviews are optimal for collecting data on individuals' personal histories, perspectives, and experiences, particularly when sensitive topics are being explored.
- Focus groups are effective in eliciting data on the cultural norms of a group and in generating broad overviews of issues of concern to the cultural groups or subgroups represented.

The method research of this study is qualitative case-study. This is an in-depth study of just one person, group or event that is simply a description of individuals. Subjects are observed and interviewed individually, ideally in the subjects own home. Savenye and Robinson (2001:1171-1172) stated that qualitative research is a term with varying meanings in educational research, for example, the term is often use of interchangeably with terms such as *naturalistic*, *ethnographic*, *subjective*, or *post positivistic*. Furthermore, it is conducted in a

natural setting, without intentionally manipulating the environment. Human behaviors and opinions are typically involves highly detailed in rich descriptions.

One advantage of qualitative methods in exploratory research is that use of open-ended questions and probing gives participants the opportunity to respond in their own words, rather than forcing them to choose from fixed responses, as quantitative methods do. Open-ended questions have the ability to evoke responses that are:

- meaningful and culturally salient to the participant
- unanticipated by the researcher
- rich and explanatory in nature

The advantage of qualitative methods is that they allow the researcher the flexibility to probe initial participant responses – that is, to ask why or how. The researcher must listen carefully to what participants say, engage with them according to their individual personalities and styles, and use “probes” to encourage them to elaborate on their answers (*Qualitative Research Methods: A Data Collector’s Field Guide*).

Shank (2002) defines qualitative research as “a form of systematic empirical inquiry into meaning” (p. 5). By systematic he means “planned, ordered and public”, following rules agreed upon by members of the qualitative research community. By empirical, he means that this type of inquiry is grounded in the world of experience. Inquiry into meaning says researchers try to understand how others make sense of their experience. Denzin and Lincoln (2000) claim that qualitative research involves an interpretive and naturalistic

approach: “This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them” (p. 3).

The advantages of doing qualitative research on leadership include (Conger, 1998; Bryman et al, 1988; Alvesson, 1996):

- flexibility to follow unexpected ideas during research and explore processes effectively;
- sensitivity to contextual factors;
- ability to study symbolic dimensions and social meaning;
- increased opportunities
 - ❖ to develop empirically supported new ideas and theories;
 - ❖ for in-depth and longitudinal explorations of leadership phenomena;
 - ❖ for more relevance and interest for practitioners.

This study choose a Chinese Indonesian family who live in Surabaya for a long time for sample. Chinese Indonesian family in here, specificaly is from Hokkian ethnic who can speak Mandarin and Hokkian language. The reason for choosing this Chinese Indonesian family are the dynamic life and how can they survive in Surabaya. As we know, ethnic Tionghoa in Surabaya is the minority group and they can assimilate to the environment around them very well.

Data collection procedure would be come as close as ethnically appropriate to the samples culture. The ethnographer lives for an extended period of time with the participants to observe and held an interview of research and

takes notes while recording. The participants would be informed directly for the interview date.

3.2 Participants of the Study

As mentioned before, the participants of this study is a Chinese Indonesian family that has housing assistants for help them to keep the house clean, washing, taking care of children, etc. This family consists of 5 adults, 1 child, and 3 housing assistants. This study focuses on the language that used by Chinese Indonesian family member to the family to their housing assistants that has norm and value.

3.3 Technique of Data Collection

The writer used Ethnography as the method for gaining data in this research. In collecting the data using ethnographic method, writer lived with the family for several days for directly involved in the activities that held in the family. Writer used voice recorder as one of the tools to record all of the speech as the supporting data. During the conversation, writer has made a field note regarding the speech activities. After the speech activities done, writer combined the field note with the voice recorder. The next step of collecting the data was interviewing members of the family except the child because he is still 3 years old.

Interviews use the same principle as a focus group, but subjects are interviewed individually, ideally in the patient's own home. Interviews in

qualitative research are usually wide ranging, probing issues in detail. They seldom involve asking a set of predetermined questions, as would be the case in quantitative surveys. Instead they encourage subjects to express their views at length. One particularly useful technique is the critical incident study, in which subjects are asked to comment on real events rather than giving generalizations. This can reveal more about beliefs and attitudes and behavior. The researcher may be able to obtain more detailed information for each subject, but loses the richness that can arise in a group in which people debate issues and exchange views.

3.4 Technique of Data Analysis

Writer uses some techniques in showing the data analysis so it will be easier for reader to understand the main point of this paper:

- describing the participants background
- transcribing the conversation
- describing the interaction pattern of communication in this family

After showing the data analysis in communication pattern of Chinese Indonesian family, in the end chapter of this paper is explaining about the conclusion.