

## CHAPTER III

### METHOD OF THE STUDY

#### 3.1. Research Approach

The study focused to find out the meaning of consuming Louis Vuitton bags to the women in Surabaya and how the meaning contributes in shaping their identity. Qualitative method was used in this study. According to Moleong, qualitative research is used to examine something deeply and is used by the researcher to assess some backgrounds such as attitudes, roles, values or perception (Moleong 2011, p.7). Since the study used qualitative method, the data would be in the form of words. The researcher of this research did in-depth interview. In-depth interview is a process to obtain information for research purposes by having face to face questioning and answering between the interviewer and the informant, with or without using the interview guide (Kurniadi 2006, p.215). Interpretative analysis was also applied in this study because it can give the researcher opportunity to interpret the respondents' answer. The approach of this research is Grounded Theory. According to Moleong, the purpose of grounded theory is to develop a theory of interest to the phenomenon (Moleong 2011, p. 26). The main theoretical concept was identified when the researcher started collecting the data (Moleong 2011, p. 27).

### 3.2. Population and Sample

The population was Indonesian urban women in Surabaya because Surabaya is the representative of urban society and the second largest metropolitan city in Indonesia, after Jakarta, the capital city of Indonesia. In urban society, certain class members have the ability to consume certain goods which are attached to the lifestyle of certain status group. And, the region cultural metropolis simultaneously offers new potential for individual to enhance their subjectivity (Chaney 2011, p. 102).

Firstly, the information in this study was obtained from two respondents. They are the members of Louis Vuitton boutique. Since the data from the two respondents was not enough to give information, the researcher expanded the respondents to be eight. From eight respondents, the data was enough to give the information. In here, the researcher did snowball sampling because the two women consumers are the first respondents, and then it is rounded into snowball principle and the research is done after the information is considered enough and no more information can be collected (Permata 2011, p. 27). According to Moleong, the sample collection can be done if no more information can be obtained or if the repetition of information occurred (Moleong 2011, p. 225). The respondents are chosen by using purposive technique because there are some categories to choose the respondents in the research and apply the snowball sampling technique. Sugiyono (cited in Permata 2011) stated that “snowball sampling is a sampling technique which consists of few respondents and then it becomes many respondents”. The researches choose this technique because the

data from the first few respondents was not enough, therefore the respondents were expanded. Then, the researcher stopped collecting the data when the data has been saturated. In other words, if the answers of the respondents are the same, the process of collecting the data is stopped.

The respondents of this research were chosen on some categories, which are limited on the consumers of Louis Vuitton bags, age, and knowledge. In this case, the determiner is age and knowledge. The writer chose women who have branded bags, especially Louis Vuitton brand and women who have the original Louis Vuitton bags because women who have at least five Louis Vuitton bags can support the conspicuous consumption. As we know, the original Louis Vuitton bags are expensive. The average prices of the original Louis Vuitton bags reach almost twenty five million rupiahs and the average prices of the second-hand bags of Louis Vuitton are almost ten million rupiahs. It means that only certain person can afford the original Louis Vuitton bags in Indonesia because according to BPS (Badan Pusat Statistik) the average of Indonesian income in 2011 is 3.542 dollars or about 31, 8 million ruphiah per year ([www.metronews.com](http://www.metronews.com)).

The age of the respondents ranges from 25-45 years old. That range of ages was chosen because it is the age of women's identity explorations when there are social interactions such as social gathering, events, social group; in which in most cases most of them usually show their material objects. In knowledge category, the researcher chose women who have good knowledge about branded bags, which means that at least they know about other two branded bags and they know a little about the history of Louis Vuitton and also where Louis Vuitton

comes from. Plemons stated that someone must have knowledge about material objects or commodity objects to support the status symbols, so they know what goods are purchased and how to show the goods, thus other persons know that the goods have a high social symbolic value (Plemons 2008, p.20).

### **3.3 Limitations**

A limitation was applied in this study to get a comprehensive analysis. This study concentrated on consumption of Louis Vuitton products phenomenon. The writer of this study chose bags product by Louis Vuitton. And, this research was limited only on consumption side. Louis Vuitton consumers' side is one of the important parts of consumption phenomenon. There are two terms about the consumption variables. This study only focuses on the meaning of consumption of Louis Vuitton bags for the women consumer in Surabaya and how the meaning contributes in shaping their identity. And then, the writer identified the respondents' answer and related them to the conspicuous consumption theory by Veblen. The analysis was based on the data of the interview. The collection of the data was based on the result of interview from respondents.

### **3.4. Technique of Data Collection.**

Interview was the technique of the data collection used in this study. The interviews were held about twenty five minutes until forty five minutes. According to Moleong, interview is conversation with purpose and the

conversation is done by two people: the interviewer who asks the question and the interviewee who gives an answer to that question (Moleong 2011, p. 186). Interview was done because the aim of this study was to get understanding of the respondents about phenomenon of Louis Vuitton bags consumption. Sugiyono (cited in Permata 2011) noted that interviewing can help the researcher to get a deeper understanding of how the participants interpret a phenomenon that can be gained through observation along.

The research used in-depth interview. In-depth interview is a process to obtain information for research purposes by having face to face questioning and answering between the interviewer and the informant, with or without using the interview guide (Kurniadi 2006, p. 215). And, this research used overt interview. Overt interview is interview conducted where the subject or interviewee know that they are being interviewed and they know what the purpose of that interview (Moleong 2011, p. 189). The question in interview explored the meaning of consuming Louis Vuitton for the women consumers and how such meaning contributes in shaping their identity. The method of interview is to gain a deep and comprehensive understanding of information about a phenomenon that is being examined. Interview became part of the research as a tool of measuring instruments such as questionnaires are considered not able to reveal information more deeply.

The researcher chose women who became member of Louis Vuitton boutique and from the first respondents, the researcher got information if they also have friends who consume Louis Vuitton second-hand bags and their friends who

also became member of Louis Vuitton. The researcher met the interviewee by arranging the time and location to do in-depth interview. If the respondents agreed, in-depth interview would be held. After that, the researcher did in-depth interview by coming to the respondents' home and having a meeting somewhere. The researcher did the in-depth interview based on limitation with a private manner.

### **3.5. Technique of Data Analysis.**

There are some steps of technique of data analysis of the research and analysis with a framework of conspicuous consumption theory by Veblen. Firstly, all the data from the result of in-depth interview method are collected. In this case, the writer of this study played roles as researcher and interviewer.

After that, the result of interview was noted and changed in the form of written text. It is to make easier for the researcher to get understanding of the issue with an interpretative analysis. The interpretative analysis was used to categorize and examine the meaning of Louis Vuitton bags for the women in Surabaya and how the meaning contributes in shaping their identity. The first step, the data was analyzed using conspicuous theory by Veblen, and the second step is to analysis the meaning that shapes the identity of the customers. In this part, the writer divided the analysis into two general parts. The first was explained in the subchapter entitled *the meaning of Louis Vuitton bags consumption*. The second part was explained in the subchapter entitled *Identity in consuming Louis Vuitton*

*bags*. According to Jenkins in self-identity and social identity, there are some factors that will be the variables such as self confidence, self pride, sense of belonging, social conformity, and imitation or social imitator (Jenkins 2008). And as the final step from all the steps above, the writer of the study brought the data analysis to find out the conclusion of the question in this study regarding the Louis Vuitton bags consumption for the women consumers in Surabaya.