CHAPTER III

METHOD OF STUDY

This study used qualitative method to gain a deeper understanding of a specific organization or event, rather than surface description of a large sample of a population. Qualitative research was appropriate and suitable to identify the problem with this study. It provides information about the "human" side of an issue that is the often contradictory behaviours, beliefs, opinions, emotions, and relationships of individual (Mack 1). This method also leads to describe or answer a question of research toward the issue which appears in society and get a deeper understanding about the context and occurrences (Moleong 4).

3.1. Research Approach

This study used a qualitative approach by in-depth interview to collect the data. Qualitative inquirers use theory in their studies in several ways. First, much like in quantitative research, it is used as a broad explanation for behavior and attitudes, and it might be complete with variables, constructs, and hypotheses. (Creswell 83) In-depth interview is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation (Boyce). The primary advantage of in-depth interviews is that they provide much more detailed information than what is available through other data collection methods, such as surveys. They also may provide a more relaxed atmosphere in which to collect

information. People may feel more comfortable with having a conversation about their program as opposed to filling out a survey. The object of this study is fans of JKT48 in Surabaya because the author curious about the respond and also the consumption of JKT48 as the first idol group in Indonesia by the fans. The author choose Surabaya fandom because Surabaya chosen as the first city of JKT48's national tour concert in 2014 and become one of the biggest population of JKT48 fans in Indonesia (Ivan)

3.2. Data Source

The primary data of this study was the responses from the fans of JKT48 in Surabaya about their experiences to become a JKT48 fans. The author did an in-depth interview by following the gathering event from WANI48 *We Are Natural Idol 48*, one of JKT48 fan base in Surabaya. Besides the result of Interview from the fans of JKT48 in Surabaya, the author also used books, journals, online news, websites, and videos of TV shows that talk about JKT48 and its fan phenomenon. The choice of this topic is also supported by those TV shows that aired in 2014-2015 such as:

Table 1: JKT48 documentary

Title	Channel	Date
Eagle Documentary Series: Idolaku, Jiwa ragaku	Metro TV	April 18th 2014
Sudut Pandang: Demi Sang Idola	Metro TV	January 18th 2015
Mata Najwa: Sihir Selera Impor	Metro TV	May 27th 2015

3.3. Population and Sampling

Surabaya becomes the first city of JKT48 arrival in 2014 when JKT48 held Indonesia tour (Ivan). Surabaya also has a big population of JKT48 fans. This is the reason why the management of JKT48 chose Surabaya first for their local tour. Surabaya also has several community fanbase of JKT48 such as WANI48, BFS48, RAR48, Waver48, Switch, and WJF48 (Helko). With some consideration, the author chose fans from WANI48 because WANI48 actually took a contribution in the JKT48 concert in Surabaya. They helped the management by organizing the ticket and coordinating JKT48 fans that came to the concert. There are around 30 actives member in WANI48, but the author only took 9 respondent for an in-depth interview. Those 9 respondents were the elder members in WANI48 consisted of founder; leader; co-leader; secretary, admin twitter, event co-ordinator, treasurer, dance cover co-ordinator WDT48, and elder members. These respondents' ages ranging were 19-24 years old. This age range was related to Dentsu Media Group as the promoter, JKT48 attract the audience in 19s-20s years old.

Surabaya is the second largest city in Indonesia. Of course, it has a lot of populations and also music audience. By the predicate of metropolitan city, it is easy to accept another culture because people are open to the globalization. The author first observed the activity of JKT48 fandom in Surabaya by come to bazaar, see the twitter activities, and their contribution to JKT48 itself, and then the author chose WANI48 because their track record in this fandom is good, such as: Often to make a projects —Shirt, member's project, charity event, active in regional gathering —East Java, active in social media —Twitter and Facebook, take a

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contribution in JKT48 Indonesia tour which help the management to organize the fans. The total respondents are 9, consisted of 4 students and 5 employees in the ranges of 19-24 years old. The data were collected from May 2015 to June 2015 by attending the monthly gathering of WANI48.

3.4. Technique of Data Collection

Firstly the author searched related studies about JKT48, fandom and fans behavior. Because the author used purposive sampling, the author chose fandom of JKT48 in Surabaya to gain the data and observe their experience. The reason of choosing WANI48 members was because this fandom of JKT48, which formed on 10 November 2012, was one of JKT48 fan base in Surabaya which active and always took participate in JKT48 event such as gathering or concert was Surabaya. Surabaya also one of the biggest JKT48 fans population. In this community fan base, there are more than 100 hundred members from the list of the leader. However, the author only took 9 respondents which had potential sources of information.

This study explored the fans of JKT48 in Surabaya that experienced about consuming and responding the product of JKT48 which was the first concept of idol group in Indonesia (JKT48.com). Besides that, the author also wanted to find out the Japanese cultural beyond the fans behaviour through JKT48. The concept of idol group, or gimmick that brought by JKT48 created a new phenomenon on the Indonesian music industry and also created various type of fans. One of the examples was WANI48, JKT48 fandom in Surabaya.

On May 10th 2015, the author collected the data by following the WANI48 gathering in Kebun Bibit Bratang Surabaya. Because of the author using in-depth interview, there were limited time to conduct the data from the total of 9 respondents. 9 respondents are key informant. Key informant interviews are qualitative in-depth interviews with people who know what is going on in the community. The purpose of key informant interviews is to collect information from a wide range of people—including community leaders, professionals, or residents—who have first-hand knowledge about the community. These community experts, with their particular knowledge and understanding, can provide insight on the nature of problems and give recommendations for solutions (UCLA). The author chose 5 respondents that consisted of 5 official members of WANI48 (Leader, Secretary, Event coordinator, Twitter admin of @*wani48,* and the leader in dance cover WDT48). The author conducted the data by asking the question one by one. The time that took for one person was tentative, depended on the answer from each respondent. On June 10th 2015, the author took the data from another 4 respondents in WANI48's gathering in Angkringan Wonokoyo Surabaya. The author chose 4 respondents that consisted of 4 official members of WANI48: Co-Leader, Founder, Treasurer, and 1 elder members of WANI48. Same from the first conducting, the author conducted the data by asking the question one by one. The time also tentative, depended on the answer by each respondent. Due to ethical consideration and request from the respondent, the data kept anonymous with only stated the initial names. It is important to make sure the research was done within the informed approval to protect the respondent (Ponyter 115).

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The primary advantage of in-depth interviews is that they provide much more detailed information than what is available through other data collection methods, such as surveys. They also may provide a more relaxed atmosphere in which to collect information. People may feel more comfortable having a conversation with you about their program as opposed to filling out a survey (Boyce). These are the list of questions by the author:

1. What do you know about JKT48? Would you explain further?

2. Since when are you interested with JKT48?

3. What were you looking at the first time to decide you like JKT48?

4. Why do you like JKT48?

5. Can you tell me the differences between JKT48 and another group in Indonesia that make them special for you?

6. What are your favorite members or *oshi* in JKT48? Would you tell more why you like her?

7. Do you collect the goods or attribute or anything about JKT48? Tell more about it.

8. Can you tell me about the activities with another member of WANI48 when gather?

9. Can you tell more about your experiences of being fans of JKT48? Or maybe your friend's experiences?

10. Is there anything that you are going to say about this fandom like what the important things to become of fans of JKT48?

11. What should you do and should not do as a fan to become a good fan?

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3.5. Technique of Data Analysis

Firstly, after collecting the data, the author transcripted the result of interview from respondents. Second, the result observed by the author and drew the findings on textual poachers by Henry Jenkins (1992). For analyzing, the author also read supported theory about Fans Culture and also several journals that discuss about audience participatory and fans consumer. In qualitative research, findings were typically expressed by quoting interviews or relating experiences the author has had in the field (Jackson 17). The final step, the author making interpretation of data findings (Creswell 22). The author interpreted the meaning of JKT48 fans responses trough JKT48 phenomenon. Sometimes the findings arise some other questions that it will be used as suggestion for the future researchers (Creswell).