

CHAPTER 3

METHOD RESEARCH

3.1 Research Approach

In this study, the writer uses qualitative method in order to gain a more understanding about the object (the result of interviews, etc.) of this study. Qualitative research is a research which needs a lot of critics, attention, and understanding for all the process and the researcher has the role as a tool of the research (Burhan, 2007). Qualitative research is a subjective approach in interpreting the object of the study and as a field of inquiry in its own right (Denzin and Lincoln 2005, p. 2). Qualitative research is a situated activity that locates the observer in the world. These practices turn the world into a series of representations, including field notes, interviews, conversations, photographs, recordings, and memos to the self. Qualitative research involves the studies used and collection of a variety of empirical materials, such as a case study, personal experience, introspection, life story, interview, artifacts, cultural texts and productions, observational, historical, interactional and visual texts that describe routine and problematic moments and meanings in individuals' lives (Denzin & Lincoln 2005, p.3).

3.2 Data Source

The data source of this study were taken from observation and interview. Therefore, the researcher attempts to observe Peneleh sub-district and do some interview to the inhabitants then the result of the interview is used as the data source. The writer took RW (*Rukun Warga*) 2 and 5 which participate in Surabaya Green and clean as the sample of this study. These RW have continuously participated in Green and Clean program and they were suggested by the head of Peneleh to be interviewed. Peneleh has 16 RWs and 128 RTs.

➤ **Primary data and Primary source**

Primary data are the data collected at the first time. It is the in-depth interviews between the informants and the researcher. It may take about sixty minutes or maybe longer to interview the respondents depending on the situation. The primary source is an actual record that has survived from the past (Hamilton 2005). The author uses Place and Identity by Cliff Hague and Self Narrative by McAdams as the primary source in this study.

➤ **Secondary data and Secondary source**

Secondary data used in this study is unpublished data, such as Peneleh's monograph, population, and history about Peneleh. The secondary source is in the forms of records that were created some time after an event (Hamilton 2005). They consist of an article, research study, magazine, newspaper, blog, and journal.

3.3 Technique of Data Collection

The technique of data collection in this study is by observation and depth interview. The researcher got the region or place with purposive procedure. Purposive procedure is a simple procedure in qualitative research because the researcher came to the person considered appropriate to the research and the person is called as key person (Burhan, 2007). Peneleh was chosen because this place has ever experienced to be 'developed' and 'developing' categories in Surabaya Green and Clean. The next step, the researcher then used a snowball technique. Thus, the researcher went directly to one informant into the next informant indirectly to get more data for the research. Sometimes snowball is used when one informant is difficult to find the information, therefore it needs more steps to find the appropriate respondent (Burhan, 2007).

The heads of RW (*Rukun Warga*) in Peneleh are my first informants to wide open this research to other informants because the heads had been participating in the SGC. The writer also made some questions to be answered by the informants and prepared the equipments such as a recorder or camera recorder to do interviews. Inhabitants' feelings about an area are difficult, but not impossible to research (Hague 2005, p.7). The writer had recruited ten informants to be interviewed, such as the heads of RW 2 and 5, some of the cadres, and also inhabitants.

3.4 Technique of Data Analysis

First, the author had interviewed ten informants in Peneleh, then applied self-narrative by McAdams to categorize the interviews. The writer had determined any questions that can answer some points for identifying a person. The questions include their knowledge of the place, their activities, feeling and meaning that they got during the process of green and clean. Beside that, the informants also explained the impact of the Green and clean program in the end.

The technique of data analysis in this study is constructed systematic data from the result of the interview. Then, according to the category of self-narrative by McAdams, the researcher organized it well and chose the appropriate data which can complete the research that is also suitable with the theory used (Sugiono, 2012). After that, the writer interpreted the data from the result of interviews with Place and Identity by Cliff Hague. Therefore, descriptive analysis is used in this research from the first step of research until the end of data collection.

McAdams argues that human has their own personal myth in life stories which can build the identity. "Personal myth involves an imaginative reconstruction of the past in light of an envisioned future" (McAdams 1993, p.53). The identity of person may change during their life experience because of memories in the past, the present, and anticipation of the future. The most basic relationship between the personal myths and life stories may be expressed in narrative tone.

McAdams says that narrative tone speaks of the person's underlying faith in human's intention and behavior. Beside narrative tone, McAdams also gives some points to identify person in life stories through imagery, ideological setting, theme, nuclear episode, and imagoes.

3.5 Scope and Limitation

This study will focus on place and identity which established from Peneleh's people and their public participation in Surabaya Green and Clean which reconstruct their identity. This research needs about 10 people who live in Peneleh as the sample from RW (*Rukun Warga*) 2 and 5 which participate in Surabaya Green and Clean. The writer only do interview RW 2 and 5 in order to get the valid and strong data, because these RW belongs to developed and developing categories in Surabaya Green and Clean 2013.

CHAPTER 4

ANALYSIS