CHAPTER 3

METHOD OF THE RESEARCH

This chapter explains the methodology which is used in this study. The first section describes and justifies the research approach. It consists of qualitative method and applies a case studies strategy. The second section describes and justifies population and sample of this study. The third section focuses on the scope and limitation of this study. The last two sections describe and comprise the detail of technique of data collection and technique of data analysis. This section looks how the data are gathered and analyzed by the researcher. In short, this chapter is used to show how does step of the method worked and how does method of this study explored.

3.1 Research Approach

Glocalization theory which is supported by cultural flows is the theory that is used in this study. The theory has the purposes to interpret the findings of the research to represent about how glocalization of angkringan Banyu Anget in Surabaya occurs. The practice of this activity in this research is a living cultural practice. Thus, in order to find out more from the perspectives of culture performer of this activity, the method of this research would suitable to use qualitative methodology and semi structured interview as an instrument of the technique of data collection. According to Creswell, a qualitative approach is one in which the inquirer often makes knowledge claims based primarily on constructivist perspectives (the multiple meanings of individual experiences,

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meaning socially and historically constructed, with and intent of developing a theory or pattern) or advocacy or participatory perspectives (political, issue-oriented, collaborative, or change oriented) or both (Creswell 18).

3.2 Population and Sample.

The populations of this study are Angkringan Jogja in Surabaya and angkringan in Jogja. First, population number of Angkringan in Jogja is just a prediction. There is no a detail justification data about number of angkringan in Jogja. Related studies about angrkringan Jogja is also not support the number of population. Then, election from population of angkringan in Jogja is come from previous studies that showed the first angkringan in Jogja. Angkringan Lek Man in Jogja is the first angkringan since 1963 (Jannah 4). According to the statement above, the population of angkringan in Jogja is just represented by angkringan Lek Man that is located at Wongsodirjan street. Second, population of angkringan Jogja in Surabaya is also similar with angkringan in Jogja that resulted in no specific number and data. Finally, the population of angkringan Jogja in Surabaya is just represented by angkringan Banyu Anget that has differences and uniqueness of the phenomena than the other angkringan in general

In choosing informants, researcher uses non-probabilty sample, which is convenience sample in order to make the data collection become easier. Berg suggests that the social sciences often examine research situation in which one cannot select the kinds of probability samples used in large-scale surveys and which conform to the restricted needs of a probability sample. In these situations,

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investigators rely on non-probability samples. The convenience sample is something referred to an accidental or availability sample. This category of sample relies on available subjects those who are nearby or easily accessible (Berg 49-50). According to the accessibility and availability of the sample, researcher chooses the informants that come from angkringan Banyu Anget in Surabaya and angkringan Lek Man in Jogja. The informants are consisting of customer and owner of each angkringan that reaches 22 people. Since it is impossible to analyze all arguments of 22 informants gathered because of the large number, researcher then reduces the informants into 12 people who consist of 2 owner of each angkringan and 5 customer of each angkringan that appropriate and connect to the theory.

3.3 Limitation

Scope and limitation in this study is important to arrange the data in order to get a deep analysis and specific discussion focus. It uses deliminations to make narrow scope of a study. Then, provide limitations to identify potential weakness of the study (Creswell 148). The limitation of this study can be categorized in two terms. The first term is limitation of the study object. The researcher will not analyze all of the angkringan in Jogja and angkringan in Surabaya. The specific of analysis object is Angkringan Lek Man in Jogja and Angkringan Banyu Anget in Surabaya. The selection of the study object causes from several reasons and justifications. Angkringan Lek Man is a focus object of the study analysis in Jogja, and Angkringan Banyu Anget is a focus and a major object of the study analysis in Surabaya.

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The second term is limitation of the study context. The researcher focuses on how glocalization of angkringan Banyu Anget in Surabaya occurs. The researcher limits the areas of glocalization. Glocalization of angkringan Banyu Anget is supported by cultural flows of angkringan. The main object of this research is angkringan Banyu Anget, while angkringan Lek Man becomes a primary source and a comparison of angkringan Banyu Anget in Surabaya. The object of interview is consisting of distinctive feature of angkringan, history of angkringan, and changes of angkringan. The result of interview becomes a findings of this research that helps an interpretation of data in order to gives explanation about phenomena of angkringan Banyu Anget that connect to the theory

3.4 Technique of Data Collection

In this study, technique of data collection procedure involves four basic types. According to Creswell, four basic types of the collection data procedures such as: observations, interviews, collect documents, and a final category of qualitative data consist of audio and visual material (Creswell 187-188).

The first way to collect the data was taken by observation. Researcher was gather field notes by conducting an observation as an observer. Researcher was also gathering the data by taking a photo. The aims of observation to understand the background and phenomena of angkringan before interview step by researcher. Angkringan Lek Man in Jogja was the first object of observation. Researcher did observation in 13-14 March 2014 in Jogja. Then, angkringan

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Banyu Anget in Surabaya was the second object of observation. Researcher did observation in 16-19 March 2014. The target of observation was people that stayed in angkringan, particularly owner and Customers.

The second way was taken by the interview. The date of first interview was 28-30 March 2014 in angkringan Lek Man in Jogja. The date of second interview was 2-5 April 2014 in angkringan Banyu Anget in Surabaya. According to Fife, interviews are divided into three main types: structured interviews, semi-structured interviews, and unstructured interviews (Fife 93). The researcher chose semi structured interview in this study, because by using this interview, researcher and informants can understand one to another. Semi structured interview has flexible functions in this research, because the informants of the research was chosen randomly. Refers to randomly, varieties of character and age were challenge by researcher. Because of this reason, researcher used semi structured interview that made flexible and easy of interviewing process.

The informants of this interview were about 22 people that including the owner as a key informant, and a consumer as a supporting informant that can make a more analysis. When the interviews conducted to the communication, the differences communication appears in case of angkringan Lek Man in Jogja. The culture of Jogja was Javanese and soft in the communication. It becomes a challenge for the researcher to adaptation for Indonesian language and Java language during interview in Jogja. Whereas in Surabaya, interview can also use Indonesian language, because the informants of Banyu Anget was usual with Indonesian language. On the other side, the content of interview was connecting

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to theory of this research. In addition, audio recorder and video recorder are two components that help interview can work more correctly and easier in data collection process.

The third way is taken by collected documents. The researcher makes this way becomes the secondary data of this study. The researcher got 2 related studies in Faculty of Cultural Sciences, University Gadjah Mada Yogyakata. The related studies help the researcher to become references and comparison studies. In addition, books, journals, newspaper, bulletin, and another documents were also become a secondary data to help and build deeper analysis in this study. The last way of the data collection was taken by audio and visual materials. Photograph, video recording and audio recording were supporting data in the analysis to support the data analysis.

3.5 Technique of Data Analysis

After collecting data from observation and interview, there are several processes of data analysis steps. According to Creswell, he categorizes the data analysis process in 6 steps: organize and prepare the data, read through all the data, coding process, use the coding to generate a description, advance how the description and themes will be represented, and final step is making an interpretation or meaning of the data (Creswell 195-198)

The first steps in this method are organizing and preparing the data. It means that researcher transcribes the finding from result of interview process into a text in order to makes easier the data can be analyzed. Then, sorting and

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arranging the data from audio and visual materials like photograph of the object analysis. In short, the first step was a process of preparation before researcher elaborated the data in the analysis. Finally, the first step was written in appendix which the aims are to show the data result of the interview from Angkringan Banyu Anget in Surabaya and Angkringan Lek Man in Jogja.

The second, researcher read through all the data. It means that to obtain a general sense of the information and reflect the overall meaning. Sometimes qualitative researcher writes notes in margins (Creswell 195). The researcher takes a major of the information means in angkringan Banyu Anget and Angkringan Lek Man based on the interview and observation in collected data. This step is related to the major information about general idea, tone, setting, impression, and use of the information. In this step, researcher also did reducing the data. Not all of the interview result is included in the analysis information. In reducing the data, the potential data are selected. Then, the writer filtered the data and used only for the arguments or ideas which is supported the study based on the criteria and guideline as mentioned before (Anis 37). After reducing the data, the informants who support the analysis are just 12 people that contains two owners and five customers in each angkringan.

The third step is a coding process. Coding is the process of organizing the material into chunks before meaning to those chunks. It involves taking text data or pictures, segmenting sentences or images into categories, and labeling those categories (Creswell 195). Coding process means that strategy from researcher to put code or segmenting sentences or images. In the analysis section, researcher
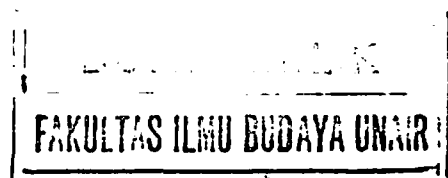
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divided coding process into two themes, findings and interpretation of data. In finding, the coding process comes from text data and picture about technology, social media, and product of angkringan. Then, interpretation of data is a coding process, which the aim is to explore the analysis of the findings that connected to the theory.

The fourth step is using the coding (code) to generate a description. After a coding process, the researcher developed the coding into specific description in each category of analysis. Then researcher used coding to generate a small theme of the analysis. Because this study is a case studies that focuses on angkringan Banyu Anget, themes are analyzed of or each individual case and across different cases (Creswell 197). In this step, researcher elaborated coding process into subthemes of the research. In the theme of findings, researcher elaborated angkringan Lek Man and angkringan Banyu Anget into subthemes of technology, social media, and product of culinary or images.

The fifth step is advance how the description and themes will be represented. To complete the themes, researches also included with sub-themes, illustration of angkringan, individual perspective, images, and quotations. In addition, many qualitative researchers also use visuals, figures, or tables as adjunct to the discussion. In the case studies, they convey descriptive information about each participant in a table (Creswell 198). In the analysis, researcher puts the table of differences of angkringan Banyu Anget and angkringan Lek Man, figure of angkringan and quotations from informants or sources in aims to support the interpretation of the data in the next step.

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The sixth step becomes the final step in the process of data analysis. This step creates an interpretation or meaning of the data. The researcher makes a personal interpretation and meaning toward the finding of the information. Creswell suggested that it could also be a meaning derived from a comparison of the finding with information gleaned from the literature or extant theory (Creswell 198). In this step, the interpretation of data is shown by analysis of cultural flows of angkringan and glocalization of angkringan Banyu Anget in Surabaya. The interpretation of data is supported by theory and elaboration of findings.

CHAPTER 4
ANALYSIS