

CHAPTER III

METHOD OF THE STUDY

3.1. Research Approach

The study mainly focused to find out the meaning of the consumption of Nike sneakers by the male teenagers 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 find reasons that are related to the background of a subject of the research and it is used by the researcher to find something deeply (Moleong 2011, p.7). This research used qualitative method and the data would be in the form of words. It means that the study used an in-depth interview with interpretative analysis in order to have the best result to reflect the phenomenon of the consumption of Nike sneakers by the male teenagers in Surabaya and the shaping of their identities. Kurniadi (cited in Nugroho, 2012) stated that 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.

The qualitative approach of this research was departed from an understanding that the Nike sneakers chosen and used by the male teenagers not only affect their performance but also shape their identity as consumers. Interpretative analysis was also applied in this study because it gave the opportunity for the researcher to interpret the answer of the respondents. This

research would explore more on the meaning and how the identity is shaped within the consumption of Nike sneakers.

3.2. Population and Sample

The population of this study was Indonesian male teenagers in Surabaya. The reason why the writer chose male teenagers have mentioned in the background of the study that male teenagers in this aged compete their self pride by what they wear and their appearance. Surabaya can be said the representative of urban society in Indonesia due to its status as the second largest metropolitan city. 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 metropolis region simultaneously offers new potential for individual to enhance their subjectivity (Chaney 2011, p,102). Surabaya was chosen because a fact that in modern city the social consequences and contradictions of industrialization are most evident and profoundly experienced (Hutchison cited in Sarwoedi 2011). Fashion is one of the products of industrialization and modern era, and Surabaya as a modern city then can show the impact of industrialization. The sample of the population was taken from some senior high school male students in the city.

At first, the information in this study was obtained from two respondents. They are students who are very addicted to Nike sneakers. Since the data from two respondents were not enough to be used as the source and information of this research, the researcher expanded into eight respondents. From the eight respondents, the data were still not enough be used for the analysis. The

researcher expanded into eleven respondents. In other words, the researcher did snowball sampling to find the respondents and data. The researcher stopped after the information was considered enough and no more information can be collected (Permata 2011, p.27). Moleong (cited in Nugroho, 2012) argued that the sample collection can be stopped if no more information can be obtained or if the repetition of information occurred. In this study, the writer decided to stop the data and respondents collection after interviewing eleven respondents.

The respondents in this study were chosen by using purposive technique. In other words, the respondents of this research were chosen based on some categories. The respondents are limited on the consumers of Nike sneakers. In this case, the determiner are age and addiction. The writer chose male teenagers who have at least five original Nike sneakers. And the respondents are the Nike sneakers addict who use Nike sneakers everytime they hang around and do social activities.

This reason can support the characteristics of conspicuous consumption. As we know, the original Nike sneakers are expensive. The average prices of Nike sneakers are seven hundred thousand to one million rupiahs. It means that only certain person can consume original Nike sneakers in Indonesia. And those who have more than five pairs can be said addicted to this product. It is more interesting to analyze because the consumers are students whose income is still sourced from their parents.

The age of respondents ranges from 15-19 years old. That range of ages was chosen because it is the period of teenagers's identity explorations. As I

mentioned before according to Soesilowindradini, this time is the ended of the childhood period. In the adolescence time the teenagers very proud of to their self pride (Soesilowindradini, p.132). In such occasions, they usually show their material object, especially in fashion. In this study, the writer would like to know what identity the male teenagers try to perform by wearing Nike sneakers when they are with their peers or groups. The respondents were the Nike sneakers addicts who have at least 5 Nike sneakers and almost use Nike sneakers everytime they hang around and do social activities.

3.3. Limitation

A limitation was applied in this study to get a comprehensive analysis. This study concentrated on Consumption of Nike sneakers phenomenon. The writer of this study chose sneakers manufactured by Nike. This research was limited only on the consumption of such commodity.

This study only focused on the meaning of consumption of Nike sneakers for the male teenagers in Surabaya and how the meaning contributed in shaping their identity. And then, the writer identified the respondents's answer and related them to the conspicuous consumption theory by Thorsten Veblen. The analysis was based on the data of the interview.

3.4. Technique of Data Collection

Interview was used to collect the data of this study. Moleong (cited in Nugroho 2012) stated that interview is a 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. Interview was chosen because the aim of this study is to get the understanding of the respondents about their consumption of Nike sneakers. Sugiyono (cited in Permata, 2011) noted that interviewing can help the researcher to get deeper understanding of how the participants interpret a phenomenon that can be gained through observation along.

In-depth interview is a particular method of interview applied to collect the data. According to Kurniadi, in-depth interview is a process to obtain information for research puposes by having face to face questioning and answering between the interviewer and the informant, with or without using the inteview guide (Kumiadi 2006, p.215). In-depth interview would get the data more deeply than other methods. This method of interview can be a tool to check the validity of the resulted data in a qualitative approach to have a better qualitative analysis of the data in a purpose to get reliable evidences of the study (Permata, 2011 p.47). The method in this study is similar to Nugroho's study about *The Consumption of Louis Vuitton Bags by Women in Surabaya*. This study used overt interview. Moleong (cited in Nugroho, 2012) stated that overt interview is interview conducted where the subject or interviewee know that they are being inteviewed and they know what the purpose of that interview. Before the interview was held, the interviewer explained the plot of the interview. The list of question in this

research was used to explore the meaning of the consumption of Nike sneakers by male teenagers in Surabaya and the identity which they show when wearing Nike sneakers. The writer divided the in-depth interview into two parts. The interview questions in part one were used to gain information about the meaning of consuming Nike sneakers for male teenagers in Surabaya. The questions in part two were aimed to find the identity which appear in consuming Nike sneakers by male teenagers in Surabaya. After the data has been collected, all the data are transcribed to find the result based on the interpretative analysis.

Each interview was held about fifteen until twenty minutes. The writer also ensured that the respondents' identity would be hidden and secured, so the respondents would not be afraid in giving any information related to their consumption of Nike sneakers. The interviews were held in 29 November until 16 December 2012. The respondents were eleven senior high students from different school who have at least five original Nike sneakers and use their Nike sneakers wherever they are. Interview was held in the Macdonald's, Blackbird Coffee, Tea, and Pancake, Aiola Snack, Surabaya Town Square and the respondents's house.

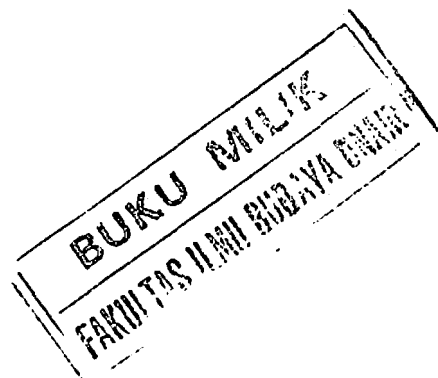
In simple words, the procedures to collect the data was started with the writer contacting the respondents to meet and hold the interview. After that, the writer came to the place that the respondents suggested. The process of the interview was recorded using the recorder in Blackberry smartphone. In the in-depth interview, the researcher played as the reseacher and interviewer. The writer did the in-depth interview based on limitation of private manner.

The writer chose male teenagers from some senior high schools in Surabaya. The writer did not choose the students from certain senior high school because the respondents had been chosen by the age. The respondents were also limited to those who have at least five original Nike sneakers and are addicted to wear sneakers whenever they are. The researcher met the interviewees 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' house or arranging the meeting somewhere else.

3.5. Technique of Data Analysis

The data was analysed based on the theory of conspicuous consumption by Veblen. There were some steps done to analyse the data. The result of interview was transcribed into the form of written text. This made it easier for the writer to understand the issue. The interpretative analysis was used to categorize and examine what the meaning of Nike sneakers is for male teenagers in Surabaya and how that meaning contributes in shaping their identity. On the first step, the data was analyzed using conspicuous consumption by Veblen, and on the second step the data was analyzed to show the meaning that shapes the identity of the customers. In this part, the writer divided the analysis into two general parts. The first part explained the subchapter entitled *The consumption of Nike sneakers*. The second part was explained in the subchapter entitled *Identity in consuming Nike sneakers by male teenagers in Surabaya*. And as the final step, the writer analyzed

the data to find out the conclusion of the question regarding the consumption of Nike sneakers by male teenagers in Surabaya.



CHAPTER 4

ANALYSIS