CHAPTER 3

METHODS OF THE STUDY

3.1 Research Approach

There are two main approaches to conduct analysis, namely qualitative and quantitative research, in which the application depends on the research object, questions, and goals. In order to enable a deeper analysis, the writer conducts an in-depth interview and gained the information that indicating an activity of production, exhibition and consumption in butler cafe. The aim of this research is to identify the motivation behind fujoshi activity in visiting butler cafe and analyze the meaning behind their visits.

Therefore, the approach that is conducted for the analysis is qualitative approach. Creswell (2009) claims that qualitative approach is: A means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures; collecting data in the participants' setting; analyzing the data inductively, building from particulars to general themes; and making interpretations of the meaning of the data. The final written report has a flexible writing structure.

The choice of qualitative approach applied to this study is also based on the research problem and goal. As mentioned on the statement above, a qualitative approach is an appropriate technique to analyze social and human problem.

Specifically, this research is conducted with two different techniques, technique of data collection and technique of data analysis. Data sources taken from observations and interviews.

Cresswell (2009) explained five types of qualitative approach: Narrative research, phenomenology, grounded theory, ethnography and case study. From the characteristics, a participatory is the best choice for this research because:

- Focused on describing and interpreting a culture-sharing group

- The unit of analysis: Studying a group that shares the same culture

- Data collection forms: using primarily observations and interviews

- Data analysis strategies: analyzing data through description of the culture-sharing group, themes about the group

- Written report: describing how a culture-sharing group works

A participatory research enables the researcher to be a part of the community without losing the objectiveness. Through this approach, researcher can create a close and deep relationship with key participants and gain a more specific data that needed. Since the activity of butler cafe are very discreet and specialized into small community, creating a good relationship and building a trust between researcher and participants is essential. Participating also enable researcher to experience the condition inside the fandom community, which makes the description and explanation about fujoshi motivation and meanings behind their visit to the butler cafe.

3.2 Data Source

By studying the members of a cultural-sharing group – in this case, fujoshi in butler cafe-, the writer conduct the data source from interviews and observations. To support the deeper analysis and grasp the meaning behind this activity, the usage of documents such as fan-creations, photos and reviews from the visitors also provided

Since the butler cafe event often held discreetly, it's important to keep a good contact with the key holder (the visitors and cafe owner) through cyber media. The sources of this research are visitors of two butler cafe that existed in Surabaya: Serviteur Phantom cafe and Japanese World (JW) Cafe.

3.3 Scope and Limitation

The analysis limited only to butler cafe visitors that located in Surabaya. Based on information that provides by the butler cafe owners and workers, approximately there are 5 to 15 visitors of butler cafe in one event. Thus, the population of this research is the entire butler cafe visitors while the sample taken from particular characteristics such as:

- Woman. Since fujoshi stand for rotten woman, the participant of this research focused on woman.

- Age range: 15-25 years old, this classification based on researcher's observation during the several visit to the butler cafe, followed by creating hypothesis based on the visitors' appearance.

- interested in boys-love stories, fan fictions creation and involved in a fan-community

- Willingly to do an individual interview. For a research that analyzing reasons and meaning behind some activity, the individual interview is important to be conducted because every participant has a various answers towards the similar questions.

Since the practice of butler cafe and slash fan fiction writing activity are considered as uncommon by the conventional society, most of the participants refuse when the researcher taking their picture for a documentation. Participants only allow the researcher to write down their name, age and occupations. Another reason that causing this decision is: fan-community based on anonymous nickname and cyber world communication, where the real name could stay hidden. There's a benefit of this agreement, the participants feel more comfortable and welcoming the researchers as the part of their fan-community member so researcher respecting their confidentiality.

3.4 Technique of Data Collection

According to Cresswell (2009) an in-depth interview is an open-ended, discovery-oriented method that is well suited for describing both program processes and outcomes from the perspective of the target audience. An in-depth interview is a conversation with an individual conducted by trained staff. The goal of the interview is to deeply explore the participant's point of view, feelings and perspectives. In-depth interviews can be used to obtain

preliminary information that can be used to develop more concrete quantitative surveys.

While doing in-depth interviews, the researcher's activity not limited only in questioning, but also conduct a systematic documenting of responses. This activity aimed to gain an extended meaning and understanding from the participant. If needed, in-depth interview also need repeated interview with the target audience. For this research, the writer conduct interviews three times:

- First time: 24 February 2013, approaching the participant by visiting butler cafe and asking for a service to the butler. Researcher also asking the contacts of several visitors for further interviews.

- Second times: during October 2013, providing simple questionnaires to outset the individual interviews. These questionnaires filled by 20 participants, but only 9 participants willing to do an individual interview.

- Third times: During December 2013, researcher conducts individual interviews to 9 participants. By creating a comfortable environment for participant, researcher managed to ask deeper questions about the subject and gain sufficient data to be analyzed.

There are 15 questions, encompassed into two following chapters: the power of fan community (3 questions); meaning behind their visit: 12 questions from the second chapter, the questions will be divided into 5 sub chapters which is contains 2-3 points to makes the gaining data easier:

1. Do you have a community/ friends a group of playmate that interested in boys-love fiction and butler cafe activity?

2. Why did you decided to join those community? What kind of impression that you got from those activities?

3. What is your opinion about community/ people with mutual hobbies in doing your activity as fans?

4. Are you a fujoshi and enjoying boys love? Since when did you becoming fujoshi?

5. What are your reasons in enjoying those things?

6. What are the motives of your visiting activity?

7. What is your expectation before visiting butler cafe?

8. What is your impression after visit?

9. Approximately, how much cost that you've spent to afford butler cafe services?

10. What's your opinion about butler cafe services? Is it worth the price?

11. Have you ever experienced negative effect because of your interest? (labeled as deviant, uncommon, queer etc) What is your responds towards those opinions?

12. What is the benefit of joining in fujoshi fan-community?

13. Do you consider your activity in becoming fujoshi and visiting butler cafe as a secret?

14. When telling about your experience inside the butler cafe to a people outside your fan-community, how are the reactions? Are they become curious? Seeing it as an usual things? Or even prohibits you to visiting that kind of event?

15. Did your family know about your activity in visiting butler cafe?

Unlike focus group interviews, in-depth interviews occur with one individual at a time, or sometimes pairs of participants, to provide a more involving experience. This method can be applied well to this research, because of the participants discreetness. Researcher also found a difficulty in taking a visual documentary because all of the participants and systems inside the butler cafe unallowed to taking photos. Thus, research explained mostly in written text, supported by several figures and interview transcripts.

3.5 Technique of Data Analysis

Since the data approached through participatory and collected by in-depth interview, there are several things that we need to pay attention while analyzing the qualitative data. Cresswell (2009) explained the details of data analysis and representation by ethnography approach in:

- Data managing: create and organize files for data

- Reading, memoing: Read through text

- Describing: describe the social setting, actors, events, draw picture of setting

- Classifying: analyze data for themes and patterned regularities
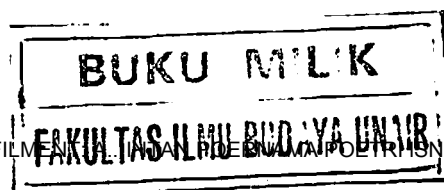
Following the statement of problem in chapter 1, there are two main focus that being analyzed in this research:

1) The motivation of fujoshi in visiting butler cafe

   Reasons can be found out by asking "Why you interested in visiting butler cafe and watching a boys love?" By collecting the answers of the interview, the reseacher could analize the reason behind fujoshi's visit. There are many answers that provided by the participants, some of their motives are emerge from themselves, while the others interested in fujoshi activity because of her surroundings and community.

2) Meaning behind their visits analyzed through Jenkins' textual poachers analysis. According to Jenkins (1992) in his book "Textual Poacher, Television Fans and Participatory Culture", poaching activity encompasses five levels of activity, there are: 1) Particular mode of reception; 2) particular set of critical and interpretive practice; 3) constitute a base for consumer activity; 4) possesses particular forms of cultural production, aesthetic tradition and practices; and 5) fandom functions as an alternative social community. By conducting in depth-interview, this research manages to showing that those activities existed in Surabaya.

CHAPTER 4
ANALYSIS