

CHAPTER 3

METHOD OF THE STUDY

3.1. Research Approach

This study uses the integration of quantitative and qualitative approach. The quantitative approach is used to identify the proportion of audience's responses through coding method. This approach is used only for the surface of the analysis since it is used only for the first step of analysis. Meanwhile, qualitative approach is used for the deeper analysis, namely to learn audience's responses and reveal the issues that exist. So the dominant approach here is the qualitative.

The analysis is also in interpretive approach, which purposes to provide understanding about how people see and make meaning of the events in their life (Jackson 9). Interpretive approach is the best for this study because it deals with people's responses that should be understood and interpreted properly, so the result will be useful and represent their opinions well. The approach used in this study will follow Ien Ang's approach in her work entitled *Watching Dallas* (1985). It is an audience research conducted by Ien Ang to examine the pleasure experienced by the audience while watching *Dallas* television serial. Ang's approach is the best for this study because of the major similarities such as the text (audience responses), the object of the study (popular television program), and also the point of view (cultural

study). *Watching Dallas* itself has been a very influential work in cultural studies and also a breakthrough of audience research (Hermes 7).

3.2. Data Source

The primary data of this study is the responses from the audience about Indonesian Idol. It is in the form of texts, varied from e-mail text, short message text, online chat text, and private messages text in social media. The use of social media here is a form of adaptation of Ien Ang's method in collecting data. Her data source is in the form of texts in letters, which is outdated in the digital era like today. The massive use of social media today requires more contemporary method to reach the audience more effectively. Therefore, social media such as LINE, Facebook, Twitter, Instagram and Path are the best tools to collect data.

3.3. Technique of Data Collection

This study adapts Ien Ang's method of data collection in her audience research of *Dallas* television program. In her book *Watching Dallas* (1985), Ien Ang did the reception research on the audiences of *Dallas* to know their responses to that TV program. She published an announcement on *Viva* magazine asking the readers to share their opinions on *Dallas*. The readers were asked to send a letter to Ien Ang. She finally got 42 letters and used them as primary data (Ang 10). This method is considered the best method for this study because the object of this study is similar to Ien Ang's object of the study, which is television program. Besides, according to Joke Hermes,

Ien Ang is one of the pioneer people to conduct what is called ‘the new audience research’, in which the audiences are actively invited to convey their own point of view of their reading of romances or television programs (2).

3.3.1. Population

As published by Nielsen Television Audience Measurement, Indonesian Idol season 7 premiere show in 2012 was watched by 18,9 million viewers in Indonesia with 4,5 rating. Meanwhile for season 8, rating of viewer is 4,6 (Nielsen Company). This data shows more or less about the number of Indonesian Idol’s audience in season 8. The number of audience in season 8 is not mentioned in the source, but the rating increases. So it can be concluded that the viewers of Indonesian Idol season 8 is more than 18,9 million.

In details, the data populations are the people with the age range of 16-27 years old, because that is the age range decided by Indonesian Idol for those who want to join the audition. In most cases, participants from that age range would be seen by the audience with the same age range. However, the whole Indonesian Idol’s audience is not limited to that age range. Audiences from outside the range, especially from the society of adult people are also significant in number because the parents and the neighbors of each Indonesian Idol contestant will surely watch the program. The effect of that animo would have more or less influenced the other adults to watch Indonesian Idol. This is not to mention that the Indonesian Idol’s audience

category is SU (Semua Umur). Therefore, the writer considers that the data will be collected from the young and adult audiences within the age range of 16-65 years old to make the result more reliable.

3.3.2. Sampling

The sample was obtained in the similar way of Ien Ang's sampling method. Her sample was woman audience since she published the announcement in a woman magazine, *Viva*. This study will use similar method but different media. As mentioned before, this study used social media instead of magazine. The writer also considers that the sample will be audience in Surabaya, especially Universitas Airlangga students and their parents.

Surabaya is the second largest city in Indonesia after Jakarta. Surabaya is also the place where popular culture like Indonesian Idol grows in a significant development. Therefore, the writer chooses Surabaya to take sample. Besides, as one of the audition locations of Indonesian Idol, the number of people auditioning in Surabaya is considered high. *Pikiran Rakyat* newspaper stated that there were 5.019 people auditioning in Surabaya for Indonesian Idol season 8 (Munady). From Surabaya, the writer narrows down the sample into the students of Universitas Airlangga based on the consideration that the age range of college students would represent the range of Indonesian Idol's age requirement. For the adult sample, the writer targets the parents of Universitas Airlangga students. Another consideration of

choosing Universitas Airlangga is that the university is located in the center of Surabaya where most people live with urban style of life in which popular culture is created and developed.

This study adapts Ien Ang's method of data collection, but there is also some adjusting on it. If Ien Ang published an announcement in a magazine, the writer here published an announcement in popular social media such as Facebook, Twitter, Instagram, Path, and LINE. The writer would ask for the respondents to share their opinions and feelings of Indonesian Idol's promotional advertisements on television by sending their writing through one of several ways: sending an e-mail, sending a text (SMS), sending message to the writer's LINE account, and Facebook chat.

The contact number will be provided in the announcement not only to receive the data from the respondents but also to give them a chance to ask further about the topic. They will be also asked to their parents or their college friend's parents to participate. The writer does such in order to adjust to the advanced technology we are living with now and also the interest of college students to social media and electronic media as the means of communication. With such ways, the writer believes that the data collecting will be easier and faster.

Chronologically in the data collecting process, the writer did the following steps:

1. Publish an announcement poster on LINE, Instagram, Path, Facebook and Twitter with captions inviting people to share their thoughts about Indonesian Idol.
2. Receive the responses from the respondents through LINE chat, e-mail, and Facebook chat. The writer followed up most of the respondents by doing short interviews via the same media they gave their responses through. This is to collect information such as their frequency and consistency of watching Indonesian Idol from them to support the main data.
3. Translate the data from Bahasa Indonesia into English.
4. Recapitulate all the respondents' data in tables to make it easier to do the analysis which started with the coding process.

The total number of respondents of this study is 19 students of Universitas Airlangga Surabaya. The writer followed up 15 respondents to gain some supporting data for the analysis. Unfortunately, there are no respondents from the adult category because none of the parents of Universitas Airlangga's students participated in this study. The data was collected from September 27, 2014 to November 26, 2014 from LINE chat (16 respondents), Facebook private message (2 respondents), and e-mail (1 respondent).

On September 27 the writer collected nine respondents. The next day, September 28, two more respondents participated. On September 30 the writer collected another two respondents. Then, on November 23 there were

four more respondents participated, one more in the next day, November 24 and the last one participated on November 26. The writer stopped collecting data on November 26 because of data saturation.

3.4. Technique of Data Analysis

After collecting all the data and do transcription, the analysis is done based on Ien Ang's method on examining *Dallas* television serial with the help of coding method:

- 1) Create a coding sheet to code the data
- 2) Code the data based on their points of opinions
- 3) After codes are generated, define the codes
- 4) Sum the findings
- 5) Identify audiences' attitude through the data analysis
- 6) Interpret the findings by identifying the ideology in the society and relate it to the context of Indonesia
- 7) Draw conclusion