

CHAPTER III

RESEARCH METHODS

3.1 Research Method

According to Nursila (2017), research method means a set of steps or strategies used in the implementation of research based on assumptions, questions and problems faced following the purpose that has been formulated. The errand of qualitative research is to pick up bits of knowledge into developments of the real world, i.e., to coax out the idea of the world as it is experienced, organized and deciphered by individuals over the span of their regular day to day existences (Cropley, 2019).

Due to its suitability, his research will be done through qualitative research since the purpose of this study is to decipher the general perspective of the audience. The type of qualitative research method chosen is case study, which is a method that studies problems from a singular case (Rebolj, 2013).

3.2 Location and Time of Research

The research is conducted in Alila SCBD Jakarta, Indonesia located in Lot 11 of Sudirman Central Business District in Jendral Sudirman Street and takes place between 30th of January 2020 and 3rd of April 2020 with the total duration of 9 weeks during the author's internship and working period.

3.3 Data Collection Method

Sugiyono (2012) defined data collection method as the most strategic step in a research as the main objective of a research itself is to obtain data. In this research, there are two types of data to be collected which are:

3.4.1 Primary Data

Data that can be considered closest to verity would be one that is immediately and first-handedly seen, encountered or documented is categorized as primary data (Walliman, 2011). The primary data in this research is collected

through interviews that are conducted with two different sources, ten people to represent the audience and two people as the expert source. According to Sugiyono (2012), an interview is a data collecting method that can be done structurally or non-structurally and either in person or through telephone. The interviews conducted are structured interviews, which has been defined by Sugiyono (2012) as a data collection method used when the author, researcher or data collector knows for certain which information will be gathered.

3.4.2 Secondary Data

Secondary data are data that have already been construed and documented with examples such as information received from various medias including televisions, radios, magazines, etc. (Walliman, 2011). The secondary data in this researched will be collected through reading and assessing books, journals and internet-based articles related to the research topic.

3.4 Data Sampling Method

The data sampling method used for this research is the purposive sampling technique, which is described by Etikan (2015) as a sampling method in which the correspondents are picked purposely due to the characteristics that they have.

3.4.1. Interview Description

The general trait that all the correspondents representing the audience is that they all live in the Jakarta area with middle or upper-middle socioeconomic background, but have never set foot in Alila SCBD Jakarta. This criteria was drawn to provide the author with data from the perspective of potential customers.

The two experts chosen as the source are from the hotel marketing team, chosen to give the author the baseline information of what the hotel's purpose and intention is, so that it can be used as comparison to see how successful the brand image delivery is.

Below is a table of the interviewee's profile:

Table 3.5.1 Interviewee Profile

Name	Gender	Occupation	Domicile
Marisa Fera	F	Director of Sales and Marketing	South Jakarta
Candy Herwinda	F	Marketing Communications Executive	Central Jakarta
Nadya Teja	F	Florist; Arts and crafts entrepreneur	West Jakarta
Christine Lie	F	Nursery School Principal	West Jakarta
Mercien Grace	F	Final Year Food Technology Student	Surabaya
Richard Nursalim	M	Entrepreneur	Tangerang
Shannon L. Sjamsuddin	F	Year 12 High School Student	Tangerang
Hannah Maulida	F	French Teacher and Lecturer	South Jakarta
Michael Cionardes	M	Furnishing Entrepreneur	East Jakarta
Dennis P. Surya	M	Interior Designer	Central Jakarta
Rudy Sasmita	M	Watercraft Entrepreneur	North Jakarta
Nielson Tjandra	M	Final Year Chemical Engineering Student	North Jakarta

3.5 Data Analysis Method

Descriptive content analysis is done to help analyze the data obtained from the conducted interviews. The main purpose of content analysis is to organize large data forms into summarized information and it usually begins with the transcription of interviews (Erlingsson & Brysiewicz, 2017). After the interviews with the 12 participants had been transcribed, the author then analyses the contents of it and sorts the information obtained in order to find answers to the research questions.