

## **CHAPTER III**

### **RESEARCH METHOD**

#### **A. Research Design**

This research is a promotional plan for BonBin Bar in Jakarta, with the hope that this promotion design can be implemented and increase sales of the non-alcoholic beer product "Wiggers" with promotional media using marketing campaigns through social media marketing communication. In accordance with the study, this thesis uses research in descriptive qualitative methods focusing in the case study research.

As stated by Mukhtar, (2013) research using the descriptive method is a research method that clarifies social phenomena through various research variables that correlate with one another. Two methods are frequently employed in research study activities, one of which is the qualitative method. The kind of study known as qualitative research is used to investigate and understand the significance that some individuals or groups believe derives from social or human problems. (Creswell, 2013)

Depending on McCusker, K. & Gunaydin, S. (2015) state that using qualitative methods in research is a form to comprehend how a community or individuals accept certain issues. In addition, the choice of research methods also depends on the phenomenon being studied. In the realm of research methodologies, descriptive case studies stand as a compelling avenue for delving into the intricacies of real-life situations, aiming to provide a detailed and nuanced portrayal of specific phenomena. Rooted in observation and careful documentation, descriptive case studies seek to uncover the

fundamental characteristics, patterns, and behaviors inherent within a particular context.

As stated by Zainal (2007), the case study method allows researchers to closely analyze data within a particular context. Typically, this method focuses on a small geographic area or a limited group of individuals as the subjects of study. True to its core, case studies delve into and investigate modern real-life occurrences through a comprehensive analysis of a restricted number of events or circumstances, as well as their interconnections.

Descriptive case studies involve thorough exploration, revealing hidden insights and shedding light on unexplored areas. Through careful analysis of data and observations, they provide a comprehensive snapshot of the subject, facilitating hypothesis generation and theory development. Serving as a cornerstone of qualitative research, descriptive case studies offer a potent lens to delve into real-world complexities.

The author applies a case study approach. As outlined by Yin (2018), the utilization of case study research emerges as the preferable approach, particularly in circumstances where the primary research inquiries involve "how" or "why" questions. This method gains prominence when a researcher's influence over behavioral events is minimal or absent, and the focal point of investigation pertains to a contemporary phenomenon rather than one solely of historical nature.

Meanwhile in addition, Susilo (2007) stated that case studies are a method for gaining an integrative and comprehensive comprehension of

individuals through the study of individual development in mandala terms, with review aiding individuals in making better adjustments. By employing the case study method, researchers

In addition, the findings of this study will be used to convey the outcomes of the research into everything through the implementation of the case study method, researchers can effectively convey the outcomes this research, providing valuable insights that contribute to broader knowledge and understanding.

## **B. Informant and Place of Research**

### **1. Informant**

As stated by Moloeng (2012), an informant is a person or entity used to provide information on the circumstances and conditions around the conclusion of a study. Meanwhile Kuswarno (2013), mentioned that there are several a number of characteristics that should be utilized as an indicator for choosing informants for research, which include:

The research issue must have been directly experienced by the informants, including settings and occurrences. The objective here is to obtain a description written in the first-person perspective. This is the primary criteria, and phenomenological research should always include it. Phenomenological research must adhere to a set of strict scientific norms in order to preserve its credibility.

Informants are able to re-describe the occurrences that they have encountered, particularly with regard to the nature and significance of the

phenomena. The end result will be a realistic and genuine depiction of the pristine state that accurately reflects the circumstance.

Willing to participate in research activities that might take a significant amount of time.

Willingness to be interviewed and to have their activities during the interview or research documented. Give consent for the publication of the research results.

Therefore, to support this writing, informants are required. There were 6 informants, including owners, social media specialist, three employees of BonBin Terrace, and three consumers who had purchased the product

**Table 1**  
**INFORMANTS DETAIL**

No.	Informants	Details
1	Contributor 1 (C1)	Owner
2	Contributor 2 (C2)	Waiter
3	Contributor 3 (C3)	Waitress
4	Contributor 4 (C4)	Customer
5	Contributor 5 (C5)	Customer
6	Contributor 6 (C6)	Customer

Source: Data of Researcher, 2023

## 1. Place of Research

The research was conducted in BonBin Terrace in Jakarta, a private owning restaurant and bar in the center of the Indonesian capital, Jakarta. Surrounded by the business district, tourist attractions like Taman Ismail Marzuki (TIM), and bars. This bar is 13–minutes away from Bundaran HI

MRT Station and located at Tjikinii Lima Upper Terrace, Jl. Cikini 1 No.5, RW.5, Cikini, Kec. Menteng, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10330.

**Figure 7**

**THE LOCATION OF BONBIN TERRACE, JAKARTA**



Source: Google Maps, 2023

BonBin Bar was first opened in March 2021 with its products based on non-alcoholic beer and cocktails. This innovation came as the owner saw an opportunity ahead in the Western country and tended to bring the trends to the city. The owner also said that the main basis for making this product is to facilitate people who have limitations in drinking alcohol.

### **C. Data Collection Method**

According to Lofland and Lofland (1984) in Meloeng (2018), believes that the main data sources in qualitative research are words and actions, the rest is additional data such as documents and others. is an important component in providing information about related research. Sugiyono, (2018) mentioned two kinds of data, primary and secondary:

#### **1. Primary Data**

Primary data is a data source that provides data directly to data collectors and is collected by researchers directly from the original source or research object.

##### **a. Interview**

As stated by Sugiyono (2016), interviews are data collection techniques utilized when researchers are looking for concerns that need to be examined and also when they are interested in knowing items from respondents that are more in-depth. Interviews are one type of primary data utilized by the author then, interviews will be conducted via WhatsApp and Zoom in multiple times for resource persons who are unable to attend.

##### **b. Observation**

Sarwono (2006) states that the activity of observation is a part of the process of collecting data, and it involves the methodical recording of a variety of aspects, including events, behaviors, things seen, and others. Observation is the collection of data derived from observing the product, target market, and target audience. This

method is used to learn about products and consumers, whereas interviews provide the author with data obtained through direct interaction and communication

c. Documentation

Sugiyono (2016) states that documentation techniques complement observation and interview techniques in qualitative research. Using this method, researchers can determine the conditions of the warehouse, including the work environment, the workstation's condition, and the workspace's hygiene.

## **2. Secondary Data**

It's a data source that does not explicitly provide examples of supporting documents to data collectors. Within the context of this study, secondary data emerges as a pivotal resource encompassing a diverse array of sources. These include meticulous records of product sales, pertinent articles that offer insights, well-regarded books that delve into the subject matter, and scholarly journals that provide in-depth analyses and perspectives. This multi-faceted pool of secondary data enriches the research endeavor by providing a comprehensive and well-rounded perspective on the topic at hand.

## **D. Analysis Data**

This study utilizes the principles of the Miles and Huberman data analysis model. Miles and Huberman, 1984 on Sugiyono (2016:246) state

that data analysis is interactive, continues until it is finished so that the data is saturated, and includes several stages, including data collection, reduction, display, data verification, and concluding obtained data.

The analysis of data is performed in three steps, as stated by Miles and Huberman in Sugiyono (2018: 337). These stages are as follows:

1. Data Reduction

Data reduction is the process of summarizing, sorting, and focusing on the most essential aspects of the data to be more relevant to the researcher's goals and the message he or she wishes to convey in research of a fundamental nature.

2. Data Display

It is the process of displaying or presenting data results from data reduction in the form of tables or graphs so that the data displayed by researchers can be easily comprehended.

3. Conclusion

Initial conclusions are still hypothetical and will be adjusted if evidence/data that has been reduced and presented with tools are discovered. The researcher's findings can be condensed into brief sentences with this conclusion.

When conducting qualitative research, the results that are acquired have the potential to answer the research focus that has been created from the beginning of the study onward. It is possible that the results reached cannot be utilized to provide an answer to the primary aspect of the problem. This is consistent with the kind of qualitative study that is still



provisional in character and can develop after researchers enter the field.

### **E. Data Processing**

Several approaches, including qualitative data analysis, can be used to implement data processing. This technique relies on the interpretative reasoning skills of researchers to interpret facts, data, and information. Techniques for qualitative data analysis present qualitative data collected by conducting interviews with informants and conducting observations.

According to Moleong (2006), data analysis is a process that involves organizing and sorting data into patterns, categories, and basic descriptive units to discover themes and build working hypotheses based on the processed outcomes of data suggestions. The goal of the process recognized as data analysis is to conclude the data derived from the findings of field notes or other sources of information acquired. After the data has been collected, the next step is to organize, classify, and partition it.

### **F. Research Schedule**

This research was conducted from March 23, 2023, to July 1, 2023, with a concept and location consistent with the author's intended topic. BonBin Terrace in Jakarta is a location for marketing-focused research. The existence of this research schedule will serve as a guide and make it simpler for writers to manage their time so that the work on this final project can be completed by the deadline. The table below is a research schedule:

**Table 2**

### FINAL PROJECT RESEARCH SCHEDULE

Final Project Research Work Schedule ( <i>Gantt Chart</i> )	Mar		Apr				May				Jun					Jul			Aug					
	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	I	II	III	I	II	III	
Identifying Research Background (Chapter I)	■	■																						
Literature Review (Chapter II)				■																				
Formulating Questions of Research			■																					
Formulating Research Strategy				■																				
Research Design and Research Methodology (Chapter III)				■	■																			
Composing Research Proposal (Chapter I - III)						■	■																	
Research Proposal Seminar (Week XII dan XIII)									■															
Make Contact with Research Locations and Discuss Data Collecting Access	■																							
Designing Literature Review (Chapter II)										■	■													
Collecting Data Research									■															
Data Analysis									■															
Composing the Preliminary of Research Finding (Chapter IV)										■	■													
Composing Secondary Draft of Research Finding (after revised and consult) (Chapter IV - V)											■	■	■											
Composing Final Draft (Chapter I - V)												■	■											
Due date of Collecting Final Project														■	■									
Preparation of Final Project Presentation (defence)															■	■	■							
Final Defence (August 2023) according Academic Calendar																		■						
Final Defence Result (revised)																						■		
Yudisium																								■

Source: Data of Researcher, 2023