

CHAPTER III

RESEARCH METHODOLOGY

A. Research Objection

The object of this study is sub-sectors in the field of creative industries in DIY (Yogyakarta) related or associated with the tourism industry sector. Sub-sectors of the creative industries in question are sub-sectors of fashion, culinary and craft.

B. Data Types

In this research, there are two types of data used, primary data and secondary data.

1. Primary Data.

Primary data is data obtained or collected by researchers directly from the data source. In order to obtain primary data, researchers must collect it directly. The technique can be used researchers to collect primary data include observation, interviews, discussions focused (focus group discussion - FGD) and questionnaires (Widiastuti).

In this research, the writer collects the data with some techniques namely questionnaires and interviews with the actors in the creative industry sub-sectors of fashion, craft and culinary in DIY.

2. Secondary Data.

Secondary data were obtained by collecting information from various sources such as the research literature by reading, observation, written materials obtained from books, magazines, websites, journals, theses, thesis, and resources related to supporting the creative industries.

C. Sampling Technique

1. Populations.

The population is a group of individuals who have the same characteristic or are relatively similar. The population can be defined as a collection of subjects, variables, and concepts or phenomena. (Creswell, 2008). By examining every member of the population we can know the nature of the population that relevant (Morissan, 2012).

2. Samples.

The sample is a part of the population that will be involved in the research which is the part is representative and represent the character or characteristics of the population (Neuman, 2010).

This study using purposive sampling as the technique of sampling. Purposive sampling is a sampling method that uses certain respondents to provide the desired information, selected respondents are those that have information or fulfill the criteria of research (Sekaran, Uma, 2009).

Based on the definition of purposive sampling method above, the writer determine people whose become the respondents in this research must be an actor in the creative industry on fashion, culinary and craft sub-sectors and have contribution or relation with tourism sector.

There are three guidelines in determining the sample:

- 1) in each study, the sample size is about 30 to 500;
- 2) if the factors used in the study are numerous, then the sample size is at least 10 times the number of factors;
- 3) if the sample of the study will be divided into sections, then the sample size of the sample is at least 30 for each required section (Roscoe, 1975).

In this research, the distribution of questionnaires and interviews conducted directly by the writer to the 40 samples on fashion, culinary, and craft sub-sectors that have been selected and fulfill the criteria of research.

D. Data Collection Techniques

1. Questionnaires.

Questionnaires were used as the data collection methods or techniques, where to obtain the required data, the writer provides a set of questions related to the competitiveness of creative industry on fashion, culinary and craft sub-sectors to a number of respondents. This method is used to obtain the data that related to the performance and the

competitiveness of creative industry on fashion, culinary and craft sub-sectors in DIY which also relates with the tourism sector.

In collecting the data by using a questionnaire, the questions made by the writer and will be answered by the related respondents and will be given a score by using a Likert scale. Answers from respondents will be rated based on the four options or alternative answers which will be converted into a Likert scale of 1 to 4. The level of measurement that used is ordinal, which implies the figure given of levels, where the objects or variables are used will be sorted by specific dimensions.

The answer from the respondents in this research will be rated with the rating scale from 1 until 4 from each answer. The more value of an answer that closer to the number 4 means that the respondents answers met the criteria and had a positive response for a given weight value of 4 and if the value of the answer is getting smaller or close to number 1, it means that the answers from the respondents did not meet the criteria for research assessment, means that it does not indicates the competitiveness of the creative industry for of fashion, culinary and craft sub-sectors in DIY.

As has been said before, if the value of an answer has a negative response or close to 1, the weight value obtained will be lower, and vice versa, if the answers of the respondents were positive and its value approaching 4, the answer is going to get a high score. Weights of assessments criteria from answers are:

1: very bad

2: bad

3: nice

4: very nice

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2. Interview.

An interview is a conversation with a specific purpose. The conversation was conducted by two parties, the interviewee and interviewers who asked some questions related to the research and interviewee will answer questions that have been asked. The interview itself is one of the techniques of data collection by asking a direct question by the interviewer to the respondent-related, and the respondent's answers are recorded by the interviewer (Moleong, 2005).

E. Data Analysis

After the data was collected, then analyzed to answer the research questions with several stages:

1. Analysis of Factor.

Analysis of factors was used to determine the value of Eigenvalue, where Eigenvalue is used to determine the weight of each elements and

dimensions of competitiveness was researched (Wiyadi, 2009). The weight was used to analyze and make the ranking of each element and dimension of competitiveness in the creative industries subsectors of fashion, culinary and craft DIY.

The competitiveness of creative industry on fashion, culinary and craft sub-sectors in DIY was established based on the four-dimensional of diamond porter, namely:

1. the dimensions of factor conditions;
2. the dimension of demand conditions;
3. the dimension of firm strategy, structure, and rivalry;
4. the dimensions of related and supporting business.

The writer make some adjustments in the elements of diamond Porter model's dimension:

1. Use the elements of raw material resources, the availability of local raw materials, educational background, skilled labors, capital resources and financing institutions on the dimension of factor condition.
2. Use the element of competition, barrier to entry, cost of production, and level of output on the dimension of demand condition.
3. Use the element of innovation, marketing partnership, advertising utilization and social media utilization on the

dimension of corporate strategy and structure of the competition.

4. Use the elements of the type of technology, the productivity of technology owned, adjustment of the era development, and the role of community/ institution/ agencies in the creative industry.
2. Conduct factor analysis using the SWOT (Strengths, Weakness, Opportunity and Threat) analysis.

The writer use the SWOT (Strengths, Weakness, Opportunity, and Threat) to conduct the analysis of factors. The analysis itself was used to formulate the development of creative industry strategies, especially for sub-sector of fashion, culinary and craft. The analysis of creative industry development strategies not only includes the strategy to maximize the strengths and opportunities of the creative industry but also about the strategies of minimizing threats and weakness.

The function of SWOT analysis and competitive strategy was to analyzed the strengths, weaknesses, and competitive advantages of the company/business was conducted through an analysis of the internal conditions of the company, as well as an analysis of the opportunities and threats facing the company were conducted through analysis of external conditions.

There were two factors in SWOT analysis, namely external and internal. The external factors affecting the formation of opportunities and threats (O and T). Where these factors were concerned with the conditions that occur outside the company that affects the decision making of the company. These factors were included the industry environment and the macro business environment, economics, politics, law, technology, demographic and socio-cultural. Meanwhile, the internal factors was affected the formation of strengths and weaknesses (S and W). Where these factors were concerned with the conditions that occurred in the company, which also influenced the formation of decision-making (decision making) companies. Internal factors include all kinds of functional management: marketing, finance, operations, human resources, research and development, information management systems and corporate culture (corporate culture). (Nisak). In line with (Henry, 2011) the SWOT matrix is used as the one of strategy formulation tool.

Table 3.1

Matrix SWOT Diagram

IFAS EFAS	Strength (S) Determine 5 to 10 the internal factors of strengths.	Weakness (W) Determine 5 to 10 the internal factors of weakness.
Opportunities (O) Determine 5 to 10 the external factors of threat.	SO Strategy Create strategies which use the strengths to utilize the opportunity.	WO Strategy Create strategies which minimize weakness to utilize the opportunity.
Threats (T) Determine 5 to 10 external factors of threats.	ST Strategy Create strategies which utilize strengths to resolve the threat.	WT Strategy Create strategies which minimize weakness and avoid the threat.