

## **Chapter Three**

### **Research Methodology**

In this study, the researcher would like to know street hawkers' challenges on the use of English language in their transaction activity. The purpose of this chapter was to explain all the process by which the research methodology was chosen in this study. The first thing was about research design. Second, it was about research setting. The third was about research participants. The fourth was about data collection method. Then, it was data collection procedure. And the last was about data analysis.

#### **Research Design**

This study focused on knowing street hawkers' challenges on the use of English language in their transaction activity. Based on Cresswell (2012), a qualitative research is the best method to address a research problem in which you do not know the variables and you need to explore in deep explanation. Cresswell (2012) also explained qualitative research study is used for explore this phenomenon from the perspective of people. Qualitative research method was chosen in this study because the researcher intended to find the deep and detail explanation about the challenges on the use of English language among street hawkers by doing observation and interview.

Under the qualitative research method, the researcher intended to choose descriptive research design. Descriptive research design is a design that is used in support of current practice and to make judgments and also to develop theories by way of illustrating situations that naturally happens (Burn & Grove, 2003). The

researcher asked some questions to the street hawkers. The researcher asked more detail explanation about their stories and experiences on using English language in their transaction with international tourists. The researcher supposed to find the information that naturally happened among street hawkers, what are their challenges of using English language in their transaction activity.

### **Research Setting**

The research conducted at Malioboro street in Yogyakarta. The researcher chose Malioboro street because it was a strategic place to find a lot of street hawkers. Malioboro street has many shopping destinations from local market and malls. There are a lot of souvenirs that they sell. People also can find the cheap shopping area in the center of Yogyakarta, such as bags, shirts, shoes, accessories, and more souvenir items. Besides Malioboro street is a strategy place and sells many variety of souvenirs, the researcher also found that many street hawkers did transaction with international tourists.

The researcher chose Malioboro street in order to get the suitable participants that the researcher need for the research. The observation and interview were held in Malioboro street several time. The researcher observed and interviewed the participants on October 2018. The researcher tried to choose the right time for observing and interviewing the street hawkers. It started with observation in the morning. Then, the researcher interviewed the participant in the afternoon.

## **Research Participants**

Cohen, Manion and Morrison (2011) mentioned there are some types of non-probability samples. The first is convenience sampling, second is quota sampling, third is purposive sampling, fourth is sampling dimension, and fifth is snowball sampling. According to Cohen et al., (2011), they explained in snowball samples, the researcher chose a small number of people who have characteristics in accordance with the required researcher. This person is then used as informant to identify other participants, or put the researcher to meet with others. In other explanation, Cohen et al., (2011) a variant of snowball sampling, the participant not only identify further contacts for the researcher but actively recruit them to be involve in the research.

The researcher used snowball sampling as a technique to find participants. The researcher used snowball sampling because the researcher had difficult access to find the street hawkers who were can be the participants. There were some participants in this research. The researcher used pseudonym in presenting the data in order to give the participants some privacy. After doing preliminary observation, the researcher found a participant called Utami. To achieve the aims of this study, the researcher aksed Utami to help her in order to find the other participants. But the participants must be qualified with the criteria that the researcher need. Then, Utami found two participants, they are Wati and Nur.

There were three criteria of the participants in this research. First, the street hawkers should have experiences doing transaction with international

tourists. Second, the street hawker in Yogyakarta, especially they sell souvenir at Malioboro street. And third, they were available and willing to be participants.

Table. 01 Participants of the research

No.	Name	Products they sell	Years of selling
1	Wati	Batik clothes, t-shirts, bags, wallets, hats and others.	Twenty years
2	Nur	Bags, hats, sandals and others souvenirs.	Two years
3	Utami	Hat, bag, purse, others souvenirs.	Eleven years

There are three participants in this research. The participants were Wati, Nur, and Utami. First participant, Wati, she is one of many street hawkers who sells souvenir in Malioboro street. She has been selling for twenty years. She sells batik clothes, t-shirts, bags, purse, hats and others. She is an old lady who was friendly and passionate. Selling at the Malioboro street for decades made Wati meets many costumers both local and international tourist.

Having many costumers both from local and international was a profitable thing for Wati's job as a street hawker. On the other hand, Wati had challenges for this, especially the challenges on the use of English language in her transaction with international tourists. Wati felt English language was a challenge for her, because she had difficulties in various aspects. Wati revealed all the challenges that she had been through on using English language were coming from her-self.

Second participant, she was Nur. Nur is also a woman that had a job as a street hawker at Malioboro street. She sells many types of souvenirs, such as bags, hats, sandals and other souvenirs. Nur was a new trader at Malioboro street. She continued her brother's job as street hawker since two years ago after her brother passed away. Nur's costumers also came from local and international tourists.

Nur also got international tourists as her costumers. In some cases getting international tourists as her costumers made Nur used English language as her language transaction. Nur realized that English language is an important language. She mentioned "Today, English is very important. In my experience, wherever the tourists were coming from, either from China, Thailand, or India, if they shop at my place, they still use English language". Even though Nur often used English language for transaction, but she still had some challenges that she faced.

The last participant was Utami. Utami is also a street hawker who sells her products at Malioboro street. Utami sells hat, bag, purse, others souvenirs. She is from a small village in Boyolali. After she graduated from junior high school, Utami chose to get married, and then moved to Yogyakarta. She has been trading for eleven years. She started her job as a street hawker since 2007.

During her time as a trader, Utami also got many customers both from local and international tourists. Utami revealed that when she got international customer sometime she spoke using English language. She spoke English language if her costumer could not speak Bahasa Indonesia and they did not use tour guide. Just like Wati and Nur, Utami also had challenges on using English language.

## **Data Collection Method**

**Observation.** There were two data collection methods in this research. First, the researcher used observation. Observation was used by the researcher to find out the information about challenges faced by street hawkers that occurs in the field. The researcher took the data in a way that was directly involved with participants. The researcher wanted to see everything that happened during street hawker's transaction with international tourists. It made the researcher got the real information from the participants. Robson (as cited in Cohen., et al, 2011) said “ what people do may differ from what they say they do, and observation provides a reality check” (p. 456). According to Simpson and Tuson (2003), observation is a flexible form of data collection which means that can enable the researcher to have access and interactions in a social context and to produce this systematic record in various forms and contexts. It also uses to complement other types of data.

The researcher used unstructured observation, because the researcher did not have a hypothesis. The purpose of this observation was to find the data and determine the questions that the researcher wanted to ask to the participants in the interview. Cohen., et al, (2011) explained an unstructured observation will be less clear on what is looking for and therefore must have to go into a situation and observe what is taking places before deciding on its significant for research. It will generate a hypothesis rather than testing the hypothesis. This will review the observation data before suggesting an explanation for the observed phenomenon.

The data collecting technique in this observation was non-participant observation. The researcher intended to find the real information about challenges faced by street hawkers in their transaction activity by looking at participant without directly involved with their activities. The researcher observed on what are naturally happened among street hawkers and international tourists. Sugiyono (2014) said non-participant observation is a data collection technique which means the researcher is not involved in every activity of the object under the research. The researcher was only as observer. The researcher only analyzed each data recorded or seen everything that happened in street hawkers' transaction with international tourist. Then, the researcher made conclusions about the object under the research. The researcher held observation before the interview because the researcher wanted to find the data in order to help the participant deciding the interview question.

**Interview.** After doing observation, the researcher conducted interview. According to Cohen et al., (2011), they said “the interview is a flexible tool for data collection, enabling multi-sensory channels to be used: verbal, non-verbal, spoken and heard.” (p. 409). They also mentioned that the interviewer can press not only for complete answers but for responses about complex and deep issues. The researcher used interview as the data gathering instrument, the researcher used interview because it was a flexible tool for data collection. The aim of the researcher to interview the participants was to clarify whether the data was right or wrong that researchers found when doing observation. It was helped the researcher to get the real, rich and detail explanation.

Besides using some questions based on observations, the researcher also prepared to use interview guide approach. The researcher prepared the interview guidelines by arranging some questions base on research questions that the researcher formulated. Interview guide approach was helped the researcher, because topic and issue was covered in earlier, in outline form, the researcher was decided some questions. It is very useful in order to keep the questions inline and increases the comprehensiveness of the data. On the other side, the researcher thought interview guide approach can help her to remember what the questions and the sequences of the interview.

The type of question used in this research was open-ended questions. The researcher hoped that she got no limitation answer or free answer in order to get more detail information about street hawker experiences on trading the souvenirs. Based on Cohen et al., (2011), using open-ended item, it will let the participants answer the questions with no limitation. Open-ended item is no restraint of participants' answers and expressions.

There were some questions in this researcher, and it used indirect form in order to ask more detail information. The other point was about response modes, the researcher used unstructured response, because it allowed the participants to give their answer in whatever ways they choose.

### **Data Collection Procedure**

The researcher started with creating observasi guideline and interview guideline. It took times a day. Then, the researcher found the participants using snowball sampling. The researcher found Utami as the participant. Next day,



Utami helped the researcher to find the other participants. They are Wati and Nur. After the researcher found the participants, the researcher conducted observation and interview. The observation conducted before doing interview. It started from first participant until the last participant. Observation and interview were held in several days.

In the first day, the observation held at Wati's place for selling. The observation started at 10.00 a.m. and it finished at 02.30 p.m. When the observation held, the researcher sat beside the participant as the observer. The researcher observed transaction activity among street hawker and international tourist. After the researcher found the data of the observation, the researcher conducted the interview at 03 p.m. in order to clarify the data. Before doing interview, the researcher asked for participants' permission to record the interview. Then, the researcher told the aims of the interview to the participant. After that, the researcher started the interview. Each interview was held in several minutes. The researcher recorded all statements from the participants belong the interview using recording.

After did interview at Wati's place, second observation was held at Nur's place for selling. It started at 04.00 p.m. until 08.00 p.m It was same with the first participant, the researcher did observation and interview in same day. The interview started at 08.10 p.m., it finished in several minutes. The second day, the observation started at 10.00 a.m. until 03.00 p.m. Then, the interview started at 03.30 p.m. It took time in several minutes.

After the researcher conducted the interview, the researcher transcribed the data interviews from the recording. It took time approximately around several days. Then, the researcher analyzed the data from the interview by using coding and content analysis. This section was the longest part in this research, because the researcher categorized all the statements from participant into several findings.

### **Data Analysis**

The first stage in data analysis process was transcribing. The researcher transcribed all the data recordings into written text. The data analysis that used in this study is coding. Coding has been defined by Kerlinger (1970), as cited in Cohen et al., (2011) the translation of the question responses and respondent information to specific categories for the purpose of analysis. Cohen et al., (2011) mentioned there are some stages of coding, they were open coding, analytical coding, axial coding, and selective coding.

In this study, the researcher gives name or label to a piece of text or the transcript data from the interview. By used coding as a data analysis, it meant the researcher should identify the similar information and categorize them into specific term. The researcher did all the stages of coding. First, the researcher used open coding, the researcher gave a label or name line by line, sentence by sentence to generate the category. Cohen et al., (2011), they said “an open encoding was a simple new label that the researcher attaches to a piece of text to describe and categorize that piece of text.” (p. 559).

Second, the researcher used analytical coding, the researcher interpreted the data, and the researcher did breakdown the information into smaller unit.

Based on Cohen et al., (2011), an analitic code was more interpretive then descriptive code. The third coding analysis that the researcher used was axial coding. The researcher looked for connection between similar units of similar meanings into one category. They were in term of the phenomena that the researcher was studied, the cause problem of the phenomena, and the context of the phenomena. Cohen et al., (2011) described “the axial code is a category label ascribed to a group of open codes whose referents (the phenomena being described) are similar in meaning.” (p. 561).

The last coding analysis that the researcher used was selective coding. The researcher identified the core themes or finding of the data, then, the researcher selected similar theories into a new theory. It was the last stage which is the core category was identifying into a text. Based on Cohen et al., (2011), they explained “selective coding identifies the core categories of text data, integrating them to a form theory. It is process of identifying the core category in a text.” (p. 562).