

CHAPTER 3

Research Design

3.1 Time and Place of Research

This research is started on the beginning of March until the end of June 2016 in Yogyakarta, Indonesia.

3.2 Type of The Research

This is qualitative research which referring to the deep interviews with the respondent and analysis. In this research, researcher using unstructured and structured interviews, the main purpose of the unstructured interview is to explore and probe into the several factors in the situation that might be central to the broad problem area. These factors would then be pursued further during the structured interview for eliciting more in depth information on them. This will identify the critical problem as well to solve it.

3.3 Data Collection Method

Primary Data

Primary data is obtained by observation and interview the respondent in Yogyakarta. The participants will be purposefully

selected because of their unique expertise in their perspective of smoking behaviour. There will be at least 5 (five) respondents from different background.

3.4 Data Collection Procedure

3.4.1 Instruments

A semi-structured interview guide was used during the interviews (Gould, Eklund, & Jackson, 1993). The interview guide split into two parts that are questions with packaging as a marketing tools and factor that lead the perceptions and preferences in buying a slim cigarette product.

The researcher had construct twelve questions to be used during the interview. The guide served as a tool to discuss Women's Cigarette Packaging Perceptions and Preferences. The interview guide included the following factors:

- a) Visual Elements
 - 1. Graphics
 - 2. Colors
 - 3. Symbols
 - 4. Shape
 - 5. Size

b) Informational Elements

1. Product Name
2. Brand
3. Producer/Country
4. Composition/Content
5. Price
6. Expired Date
7. Health Claim

Each interview was video and audio recorded and later transcribed verbatim by the researcher.

3.4.2 Triangulation

According to Patton (2001) triangulation involves using multiple data sources in an investigation to produce understanding. Some see triangulation as a method for corroborating findings and as a test for validity. This assumes that a weakness in one method will be compensated for by another method, and that it is always possible to make sense between different accounts. Qualitative researchers generally use this technique to ensure that an account is rich, robust, comprehensive and well-developed.

3.4.3 Description of Informants

Purposive sampling was used to find informants. Informant for group of slim cigarette consumer was screened prior to individuals who are women smoker and fulfill the requirement that is made by the author. This could easily identify whether or not the participants interest in the packaging design when they decided to buy the product based on their experiences.

Participants were categorized by three distinct groups: slim cigarette buyers (n=3), slim cigarette seller (n=1), and graphic designer (n=1). The graphic designer is the owner of Night Score Clothing line and also work as a graphic designer under KINGS EO Yogyakarta. The participant that stands for Slim Cigarette seller is a Part Timer on Indomaret. While the three participants of slim cigarette buyer were each have their own experiences in buying or smoking both two products.

Informants Profile

1. Leviana Devy, informants who have been smoked for 6 years. She is an Office Staff in Adorable Photoworks and Bridal. She lives in Malangrejo.
2. Dheka Ayu Legianingsih, informants who have been smoked for 6 years, she works as a part timer Sales Promotion Girl of Marlboro branch Yogyakarta. She lives in Seturan.

3. Elita, informants who have been smoked for 4 years, she is a university student and a basketball player of Atma Jaya Yogyakarta. She lives in Perumnas.

4. Debby, informants who have academics and practices experience in Graphic Design. She finished her study in Visual Communication Design from several universities in Yogyakarta and Surakarta. She works as a graphic designer for KINGS EO. She also has a clothing line design named Night Score in Yogyakarta.

5. Arief Martono, informants who stands for Slim Cigarettes seller, he works as a part timer in Indomaret Tugu, Yogyakarta. He also works as a part timer cleaning service in Papa Ron's Pizza.

3.5 Methods of Analysis

After interviewing the respondent, the researcher will summarize, classify, and then try to analyze them with the guidance of the topic limitation state in problem definition. Then, based on the analysis the researcher will be able to get the information about how effective the packaging strategies used by these two companies. In the end, the researcher will compare the interview result with the data from text books, articles, and websites to analyze and evaluate this two products' packaging based on the theory as the guidance of what researcher want to achieve in this research: firstly, researcher want to analyze how packaging take place in cigarettes marketing through women customer, and then identify women

perceptions and preference about the packaging, in addition to find out the appropriate strategies to win cigarettes' women customer market.

