Chapter III
Research Methodology

3.1 Research Design

In this section, the writer would like to analyze the process of collecting data about the impact of the social media Instagram platform on promoting NuArt Sculpture Park as a tourism destination and also the advantages and disadvantages of using Instagram as a platform that provides various selections for a tourism destination, and not forget to mention as a business opportunity.

The research design used by the writer is a qualitative research instrument. According to Creswell (2013: 4-5), "*Qualitative research method is one type of method to describe, explore and understand the meaning that a number of individuals or groups of people ascribe to social or humanitarian problems. The process of qualitative research involves important efforts, such as asking questions and procedures, collecting specific data from participants, analyzing data inductively from specific themes to general themes, and interpreting the meaning of the data*".

The process of qualitative research involves important efforts, such as asking questions and procedures, collecting specific data from participants, analyzing data inductively from specific themes to general themes, and interpreting the meaning of the data. The final report for this research has a flexible structure or framework. Anyone involved in this form of research must apply a research perspective that is inductive style, focuses on the individual meaning, and translates the complexity of a problem.

The writer chose the observation, interview method, documentation, questionnaire, and assessment using the SWOT analysis matrix for this occasion. The use of interview data is solely to get different people's views in making

decisions about choosing tourist destinations through photo and video-based social media platforms; Instagram.

While the questionnaire is only a second option to ensure that the data collected can be compared and can be assessed as a whole, it can be said to support data to assess the effectiveness of Instagram as an option for potential travelers to choose NuArt Sculpture Park as tourists destinations, also later the results of the two data can help business people in the tourism sector to have modern options in promoting its business.

3.2 Research Instrument

a. Observation

Observation is one of the techniques for collecting data where the writer is directly involved by observing and supervising every detail that the writer could get.

> According to Riduwan in his book *Metode dan Teknik Menyusun Tesis* (2004:104), Observation is a data collection technique, where the writer makes direct observation of the object of research to look closely at the activities carried out.

To obtain the right data, the writer planned to collect it through 2 ways of observing; Online and Onsite observation. Through online observation, the writer observes the engagement between Instagram users and NuArt Sculpture Park's Instagram account.

And for the onsite observation, took place at NuArt Sculpture Park. The purpose of this observation is to observe some of the vital points found by the writer starting to observe NuArt's Instagram page (@nuartpark) over their posting

activities and what kind of posting materials they had posted that could potentially become one of the reasons for potential tourists to come to NuArt Sculpture Park.

As the writer's intention is to prove or verify all of the things that could attract tourists via Instagram posts, the writer uses a simple rubric to prove that the promotional tools (i.e. sculptures) on Instagram used by NuArt Sculpture Park, the activities held, and other supporting facilities at NuArt are true, which will be used as supporting research material in proving that NuArt promotions through Instagram are influential and shows the results. Here is the simple rubric used by the writer.

No	NuArt Instagram Posts	Online Engagement		NuArt Gallery On-Site	Visitors Engagement
		likes	comments		
1					
2					
3					
4					
5					
etc.					

Table 3.2.1: *NuArt Sculpture Park Online and Offline Engagement Rubric*

This observation referred to the posting of artwork that has been shared by NuArt Sculpture Park on their Instagram page, namely @nuartpark observed by the writer over a period of 1-2 months (early June to July) through online observation on the NuArt Sculpture Park Instagram account, and which is directly proven by the writer at the NuArt Sculpture Park location. In addition to collecting the data, the writer has been observing directly on August 6th, 2022, and August 14th, 2022

which the writer first observed the activities from the Instagram page @nuartpark and implemented the results of these online observations in real activities directly at NuArt Sculpture Park. This research instrument will be one of the supporting answers to research question number 2.

b. Interview

According to Moleong (1991: 135), *"....that interview (is) a specific conversion goal. In this method, researchers and respondents directly (face to face) obtain information verbally by obtaining objective data that can explain the research problem."*

In general, the purpose of the interview is to obtain accurate information from the source by asking certain questions to the source. If this happens in general, here are the specific objectives of the interview:

1. To dig in the hope of obtaining information or data from the first person (primary).

2. To complement the information or data collected by collecting data.

3. To get confirmation by testing the results of other data collection.

This interview method aims and is expected to be able to obtain appropriate evidence and data as a definite reference for the expected results. In order to collect the data, the writer has conducted an interview with one of NuArt Sculpture Park's Commercial Manager to obtain valid data on the effectiveness of Instagram for being a platform or a media to promote NuArt Sculpture Park as a tourism destination.

Therefore, the collected data from the interview section is expected to be the answer to 1st and 3rd research question.

c. Documentation

According to Sugiyono (2015: 329), "*documentation is a method used to obtain data and, information in the form of books, archives, documents, written numbers and images in the form of reports and information that can support research. Documentation is used to collect data and then it is reviewed*."

For the purposes of collecting the documentation data, the writer took the information and data samples from NuArt Sculpture Park's Instagram account to become a prove and supporting data in evaluating the use of social media Instagram to promote NuArt Sculpture Park and to assess the engagement/relationship between potential customer and business entrepreneurs that occur through Instagram as a connecting medium.

This research method of documentation is expected to be the answer to research question number 2.

d. Questionnaire

According to Sugiyono (2015: 199), "*The questionnaire is a technique to create data collection by giving a set of questions or written statements to respondents to answer them*."

A measuring instrument is needed in a study or research and is usually called a research instrument. To support the research instruments being compiled, the writer also makes several questions aimed at Instagram users and NuArt Sculpture Park visitors. The writer provides questions about the use and habits of resource persons in using the Instagram application, especially in reference to tourist attractions that are promoted on the Instagram page. The following is a series of questions used to meet the data from Instagram users. The following questions were

answered by choosing the yes or no box that has been provided by the writer and by any chance have visited NuArt Sculpture Park:

1. Have you ever been to NuArt Sculpture Park?

2. Do you deliberately use Instagram as a source of finding a tourist place?

3. Does Instagram give you any insight into NuArt Sculpture Park as a tourist destination?

4. Would you rather use brochures or any print media to choose your tourist destination?

5. On a scale of 1 to 10 how much do you recommend going to NuArt Sculpture Park?

This research instrument is expected to be the answer to research question number 2.

3.3 Data Analysis

In literal matter, data analysis is a research analysis activity carried out by examining all forms of data from research components, such as notes, documents, test results, recordings, oral history, and so on. According to Miles and Huberman (1992: 15-19), there are four steps to maintaining or forming a good analytical data result and they are:

1. Data Collection, the writer is required to collect the data by conducting real-time observation, interviews, and documentation

2. Data Reduction, at this part of the section the writer needs to select/process, focusing, abstracting, and transforming the collected

data. The results from all the transformed data collection will then become a result of a focused data for the research area.

3. Presentation of Data, at this point the writer will be presenting the set of information that is needed to be shown. The presentation of the data can only be acquired by showing/providing various activities (i.e. table/rubric)

4. Drawing Conclusions, in order to draw conclusions, the writer needs to understand and fully acknowledge all of the things that are directly examined in the field by arranging the cause and effect pattern.

3.3.1 Data Analysis Taken from Instagram

The writer intended to be doing observation through Instagram social media as a platform, in this case, the writer chooses Instagram as a media-sharing network to support data collection and to make the sources of the data analysis thoroughly relevant. The intention of doing so is solely to clarify and prove how influential Instagram is in the promotion NuArt Sculpture Park as a tourist destination, to be a reference for the research, and to become a source of evaluation and assessment of the discussion. In this process, the writers relied on NuArt Sculpture Park's Instagram page (@nuartpark) to observe their online activities, including activity posts available on NuArt's Instagram page, posts about popular vocal points of art found on NuArt and also analyzing the progress of the promotion carried out by NuArt in promoting its tourist attractions on Instagram. With that, the writer has prepared a simple rubric for observational media and also references media as a

piece of research evidence (cue; Table 3.2.1 NuArt Sculpture Park Online and Offline Engagement Rubric).

3.3.2 Data Analysis Taken from Observation at NuArt Sculpture Park

The data analysis would not only be based on social media analysis, the writer had also gone to the observation place to conduct direct research and also to meet people who work at NuArt Sculpture Park. At the NuArt Sculpture Park, the writer used the simple rubric for clarification (cue; Table 3.2.1: NuArt Sculpture Park Online and Offline Engagement Rubric), proving that the data taken from the NuArt Instagram page is true, and the direct impact that is generated is in line with the results of the data collected from Instagram.

3.3.3 Data Analysis Taken from the Interview

This interview section has been conducted at the NuArt Sculpture Park, with one of NuArt's employees to obtain official data and also the purpose of this interview is to find out information about the use of social media Instagram in promoting NuArt Sculpture Park and find out the results of impacts on the sustainability of tourism visit activities.

3.3.4 Data Analysis Taken from Google Form Questionnaire

This data section was collected through a Google Form questionnaire which is intended to be filled out by visitors of NuArt Sculpture Park. The data that has been collected is intended to be a benchmark for the potential impact of the promotions that have been carried out by NuArt Sculpture Park.

3.3.5 Data Analysis Taken from SWOT Analysis

Assessment analysis through SWOT aims to classify things that can be used as supporting data for research. In essence, this SWOT analysis has been presented by the writer as supporting data and also the results of the analysis to collect evidence of the factors that can advance a company (in this case; NuArt Sculpture Park) and also analyze the weakening factors of a company.

Assessment by Using SWOT Analysis

According to Suryatama (2014: 29), *Analisis SWOT adalah metode perencanaan strategis yang digunakan untuk mengevaluasi kekuatan/strengths, kelemahan/weaknesses, peluang/opportunities, dan ancaman/threats dalam suatu spekulasi bisnis. Dan dapat diterapkan dengan cara menganalisis dan memilah berbagai hal yang mempengaruhi ke empat faktornya.*

SWOT is a famous framework that allows us to combine two types of analysis, SWOT stands for strengths, weaknesses, opportunities, and threats. SWOT basically allows us to combine internal and external analysis. Strength and weaknesses are useful to assess the internal environment while opportunities and threats are useful to assess the external environment. SWOT is also a useful framework to visualize strengths and weaknesses in the internal company environment and helps identify potential threats and opportunities from the external environment.

The SWOT framework could be useful for a company to acknowledge and understand the areas which need improvement and to improve the areas that perform well. Strengths in SWOT analyze the core competencies from the areas where the business excels and also the advantages to the other competitors, strong brand recognition, etc. Weaknesses in SWOT analyze the areas that need

improvement and analyze which disadvantages the company has or any company that is currently competing against other firms. Opportunities analyze the favorable factors with the potential aspects to improve current positioning and manage the opportunities that exist within the company, the management must be able to recognize the opportunities when they arrive and then act accordingly when the time is right. The last component from the SWOT analysis is Threats, threats are one of the factors arising in the external environment that have the potential to hurt a firm business, but if the team management is quick enough to identify any external disadvantages for the business, the company could survive by taking the right precaution.

As stated above, the use of the SWOT analysis method serves to become a benchmark for assessing the good and bad of an object of research. The four points will assess the attractiveness of the NuArt sculpture park as a tourist destination, assess the function of Instagram as a medium for promotion, and assess the overall way of promotion through social media and compared to print media in general.

In the preparation and assessment using this method, of course, it is necessary to have a benchmark for the value of weights, ratings, and table scores. According to Gildauli and Sutaji in their Tourism Scientific Journal (2016: 75), *"Menyusun dan menghitung bobot, rating, dan skor untuk table eksternal dan internal dibuat dengan Teknik skala sebagai berikut:*

1. *Bobot Nilai*

1,00 = *sangat penting* (very important)
0,75 = *penting* (important)
0,50 = *standar* (standard)

0,25 = *tidak penting* (unnecessary)

0,10 = *sangat tidak penting* (very unnecessary)

2. *Rating Nilai*

5 = *sangat baik* (impressive)

4 = *baik* (good)

3 = *netral* (neutral)

2 = *tidak baik* (bad)

1 = *sangat tidak baik* (very bad)

3. *Skor Nilai*

Untuk skor nilai dihitung dengan menggunakan formula sebagai berikut

$$SN = BN \times RN$$

Keterangan

SN = Skor Nilai (score)

BN = Bobot Nilai (weight score)

RN = Rating Nilai (rating score)

The following is a score table using the SWOT method:

Table 3.3.5.1: *Internal factors from SWOT analysis*

Description	Weight	Rating	Score
Strengths			
1			
2			
3			
Total Score			
Weaknesses			
1			
2			

Description	Weight	Rating	Score
3			
Total Score			
Final Score			

Table 3.3.5.2: *External factors of SWOT analysis*

Description	Weight	Rating	Score
Opportunities			
1			
2			
3			
Total Score			
Threats			
1			
2			
3			
Total Score			
Final Score			

The purpose of using this table is solely to prove how effective the components of external and internal factors of the tourism business itself are to promote and keep the business running. In this case, the writer wants to assess the use of Instagram as a social media to promote NuArt Sculpture Park for potential markets as in this example, tourists. And also, to assess the strengths and the weaknesses NuArt Sculpture Park as a tourism destination externally and internally. Later on, when the writer had secured all of the assessments through the SWOT table, the writer will describe the overall results of the assessment factors in the SWOT approach matrix table which is basically to provide an explanation of the available values. Here is the SWOT matrix approach table:

	Strengths (S)	Weaknesses (W)
	list all the strengths a business has	list of weaknesses the business has
Opportunities (O)	**S-O Strategy**	**W-O Strategy**
list of identifiable opportunities	The strategy of using all the strengths of the business to take advantage of existing opportunities	overcome all weaknesses by taking advantage of existing opportunities
Threats (T)	**S-T Strategy**	**W-T Strategy**
list of all identifiable threats	The strategy of using all forces to avoid all threats	strategies to suppress all weaknesses and prevent all threats

Table 3.3.5.3: *SWOT Matrix Approach Table*

The use of the SWOT matrix approach table is an elaboration of the results of the assessment that the writer did in the previous assessment table. This description confirms what points are influential and also things that need to be improved or fixed for the business sector, so then the results can be implemented for promotion advancement through online media such as Instagram.