CHAPTER III

RESEARCH METHODOLOGY

Methodology is something very important in this life when wanting to achieve something that aspired to. Based on understanding the methodology contained in the great dictionary of the language of Indonesia is "an orderly way which is used to execute a job in order to achieved the desired things with, or how to work the system to facilitate the implementation of an activity in order to achieve the objectives that have been set."  

According to Barry and Al-Partanto is "an orderly and systematic way to get something diinginkan." Based on two opinions showed that methodology was an initial step that should be designed in advance before carrying out research in order to achieved the desired research purposes.

Research is an activity to find as diungkapan Sudikan (the Bugin) 2003 (a): 53) method that is "one of the activities of the scientific series of good for the purposes of collecting data and drawing conclusions from the symptoms certain.

Similar in the sense expressed by Sudikan, David h. Penny in Narbuko and Achmadi said that the research was "a systematic thinking

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1 National Education RI, The Great Dictionary Of ..... p. 740
about the various types of problems that solutions require the collection and interpretation of the facts.\(^3\)

Methodology of Research has a significant function in finding the information/data that is needed to solve the various problems that aims to provide solutions to those problems.

A. Approach and the types of Research

Based on the purposes of the research is descriptive qualitative research which took place on the role of headmaster in build the *brand image* of the institution, then the researcher is using this type of qualitative research and approach is a case study.

Qualitative research is research that aims to get a deep understanding about human and social problems. Researcher interpret how it acquired the meaning of surroundings, and how these affect the meaning of their behavior.\(^4\)

Qualitative research is research that intends to understand the phenomenon of what is experienced by the subjects of the research by way of description in the form of words and language.\(^5\) - That means the researchers want to portray the real condition of the (real) in the field that aims to gain a deep understanding to the problems on the research with data collection through the from the surrounding environment.

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\(^3\) Abu Ahmadi,1997, *Research methodology*, Jakarta: Earth Revised, p. 1

\(^4\) Priest Gunawan, *Qualitative Research Methods; Theory & Practice*, Jakarta: PT,2013 Aksara, Earth thing. 85

\(^5\) Lexy J Moleong, *Qualitative Research Methods*, Bandung: PT Rosdakarya Teen, 2011, p. 6
According to Bogdan and Biklen seb a Arifin was quoted by gaimana, one of the five characteristics of qualitative research is the data collected in the form of a word or image or rather than numbers. As for the data laporanya be transkip interviews, field notes, and other official records.\textsuperscript{6}

The background which makes the researchers use this kind of research so that the data obtained are more numerous and profound so as to help researchers in the research process. So it will be known how the entrepreneurial leadership of the headmaster and also branding strategy used by headmaster as the \textit{top leader} of the institution.

Different qualitative research with other research. Some of the characteristics of qualitative research are:

1. In qualitative research data be compiled in original condition or \textit{(natural setting)}.
2. Researchers as a research tool in a sense, researchers are as the main tool of data collecting based on observations and interviews.
3. In qualitative research by collecting descriptive data is then written in the report. Data obtained from this research data in the form of words, images, and not numbers.\textsuperscript{7}

Descriptive research according to Whitey is research trying to find the facts by searching the facts and searching for interpretation of precisely with the aim of making a description, an image, or a painting

\textsuperscript{6} M. Arifin, 1994, \textit{Qualitative Research Methods, to religion and the social sciences}, Malang: Klaimasada Press, p. 45

\textsuperscript{7} EQUILIBRUM, vol. 5, no. 9, January-June 2009:1-8
in a systematic, factual, and accurate about the facts, properties and relationships between phenomena investigated. 8—therefore, in this method, the researcher did not intend test the hypotheses or theories, but only described the information as is in accordance with the variables examined and does not act as a observers without encumbered or directed by the theory.

As for the research approach used in this research is a case study. This approach which is explanation and comprehensive description about the various aspects of an individual, a group or organization. Researchers attempting to elucidate and learn as much as possible data about the subjects examined, with the aim of providing a complete and profound.

Robert k. Yin explained that the case study was one method of approach in the research of Social Sciences where in general the approach is more appropriate if the subject matter of a question of research with regard to the "how" or "why". Following explanation.

"in General, the case study is a strategy that is more suitable when the subject matter of a question of research deals with how or why , when researchers have little opportunity to control events that will investigated, and if the focus lies on the

8 Deddy Mulyana,2001, qualitative Research Methods, the new paradigm of science communication & social science. Bandung: Rosdakarya Remja, page. 4
As a research effort, case studies can give value to our knowledge is uniquely about the phenomenon of individual, organizational and socio-political problems. With this approach, we can understand the events in real life, such as a person's life cycle, the process of organizational and managerial processes, as well as the social environment changes. Through this approach the researcher trying to collect as many information regarding competence of headmaster to build brand in terms of school education institutions with Islamic basic.

B. The Data Source

The source of the data in this study consists of the main or primary data and secondary/second of data. Primary data obtained the results of Indepth Interviews performed with either a question to its open and growing. The base of the consideration is to avoid misunderstanding in interpreting concepts conceived the informant and asked for an explanation to the informer if there are matters that require further clarification.

To determine the informant then can use the purposive sampling. In this technique the informant assignment done by taking or choose

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those that have the correct selected by researchers in terms of adjust with a sample in accordance with the research objectives. 10

A secondary data source is a source of additional data, advocates, complement and make it mach the data retrieved from the data source for the primary or headmaster. In this study researchers entering an number of informants as secondary data sources including the public relations of the school as one of the executors in carrying out technical plans policy headmaster. In addition to public relations researchers will also add some sources include data that allows to search and support the research process such as:

1. Field Note

These records are obtained from observations of outcome and role as well as researchers in the form of process situation and behaviour especially with regard to the development of the institution and activity of SMK Muhammadiyah 7 Gondang Legi in increasing brand its image.

2. Documentary

IE is any form of documents obtained from the field, in the form of books, magazines, bulletins archive internet documents, event, or official documents relating to the development of the institution.

C. Location Research

Yuswandi "the determination of the location and setting of the research in addition to framed within the framework of teoritik also enshrined the technical and operational considerations. For it's location and setting of the research consider the possibility whether.

With the guided this research was conducted at SMK Muhammadiyah 7 Gondang Legi which is located at Jl.KH. Ahmad Dahlan No. 20 Putat Kidul, Gondang Legi Malang, East Java, Indonesia 65174.

D. The Target of research

The target of this research is on how the headmaster strategies and efforts in improving the Brand Image of the institution/school in SMK Muhammadiyah 7 Gondang Legi. Then in order to dig up information will be asked a few basic things will be developed which are:

1. What is opinion headmaster about the importance of entrepreneurial competencies

2. Have a view or interpretation of it in these institutions apply

3. What is the different of strategy branding between the private school with the school based on islam

4. How strategies used in school increase brand institutions,
5. Who are person that help in applying branding strategies in improving the brand image in the society in General.

E. Informant of Research

"Research is the subject of the informant who understands information objects as perpetrators or others who understand the object of research".\textsuperscript{11}

In this research requires information that is relevant to the problem therefore the information is taken from the people or parties involved and responsible for the entrepreneurial competence of headmaster is:

1. Headmaster of SMK Muhammadiyah 7 Gondang legi which is the person responsible as a leader and at the same time become the main informant in this research.

2. Staff and employees of SMK Muhammadiyah 7 Gondang legi which is a component that also make the headmaster leadership in improving the brand school.

In this research that became the source of primary data is Mr. Pahri as Headmaster of SMK Muhammadiyah 7 Gondang legi which directly falls to develop strategies for maintaining the development and advancement of the institution.

\textsuperscript{11} Burhan Bungin, \textit{Qualitative Research}, Jakarta: Kencana Prenada Media Group, 2007, p. 76
F. The Stages Of Research

To do a qualitative research, it is necessary to know the stages that will pass in the process of this study. For it it is necessary researcher should draw up the stages of systematic research in order to obtained results of systematic research. There are four stages which can be done in a research are:12

1. The Stage Of Pre-registration Field

At this stage the researcher formulates a problem, make a proposal to research, find a location, take care of permissions, determine informants and other purposes related to preparations before carrying out research. Researchers here as the deciding matters related to preparation prior to entering school. In addition researchers also conduct preliminary studies to ensure that the formulation of the problem or the issue raised in this research really can do research at this institution. Based on preliminary invitation was a researcher met several times the headmaster and ask a few questions related to the research problem.

2. Field Work Phase

In the work field is divided into three parts, namely understanding the background research and participation themselves, entering the field and contribute to collect data. In

12 Ibid. p.77
In this section, the researcher holds a very important role because in this study, an active role and also the ability of researchers in collected data is indispensable.

This section the researcher tried to dig for more entrepreneurial competencies of headmaster and headmaster strategy in strengthening or improving the brand image of the institution as the institution of Islam. Its by doing the interview with the headmaster, observe the subjects of research, its observing the activity of headmaster along with staff in build the brand of school or also marketing the Agency so the Agency continues to have a strong agency brand image to at this time.

3. The Data Analysis Phase

Data analysis is the process of arranging the sequence of data, to organized into a pattern, the basic unit of description and category. At this section the data that is retrieved from various sources, namely interviews, observations, notes, documents and other data support, collected, clarified and analysed with inductive analysis.

At this section the researcher try to collecting all data obtained by researchers from a variety of sources, from the results of the interviews, observation, field notes, as well as supporting documents compiled and examined and take the conclusion and analysis with an inductive analysis.
4. Arranging outcome of research Section

Arranging is the end result of a study, so that in this final section, researchers had an impact on the results of research. The good arranging in accordance with the procedures of good writing will result in good quality.

G. Engineering Data Collection

In a research, data's will be required as a result of supporting research. To get the data that is according with the problems, and the data obtained is valid data and can be accounted for, and in this research used data collection method as follows:

1. Interview (interview)

Interview is data collection tools or information by way of asking a number of questions to be answered verbally as well.\textsuperscript{13} Interview on research is a method of data collection by way of direct questioning with structured interviews with a data source that is the headmaster, staff and employees of this order the information unearthed in accordance with required in research.

Advanced interview is often also called a structured interview. These activities in the form of a question and answer

\textsuperscript{13} Suharsi Arikunto, Research Procedures: An approach to practice, Jakarta: Rineka Copyright, 2002, p. 236
with a straight face to face between the questioner with the attendant (informant) using the interview instrument.14

"The structured Interview is an interview that interviewers apply own issue and questions to be asked".15

The purpose of interviews on this research so that researchers can obtain the facts. When interviews with informants researchers will carry out this interview individually and the questions asked are arranged in advance in depth before carrying out the interview.

2. Observation

The sense of observation is the data collection technique, where a researcher doing the observations directly to the object of research for a close look at the activities performed.16

"Observation is a method of data collection used to gather research data through observation and sensing."17

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15 Burhan Bungin, Qualitative Research Methods, Jakarta: Eagle Press, 2011, p. 156
16 Riduwan, Research Methods (Jakarta: Cipia, 2004 Rineka) p. 104
17 Ibid., p. 115
"Observation is observation and record-keeping by systematically about the phenomenon is examined".\textsuperscript{18}

Based on the opinion of the above it can be concluded that the observation is a method of collecting data on a research through observation and record-keeping with the phenomenon in a systematic way regarding the perusal. In this study, the researchers first held observations directly to headmaster, and employees and staff in the institution came under the leadership of the regional Government of Muhammadiyah Malang. Then the researchers doing the observations on the role of entrepreneurial leadership in increasing the headmaster brand of the school, starting from how the headmaster assured the public entrust their children to stay in SMK 7 Muhammadiyah Gondang Legi and what steps have been taken by the headmaster so that the institution was his increasingly brand-increasing in society, how the efforts of staff and employees in responding to the vision and mission of headmaster in improving brand the school.

3. Documentation

The documentation comes from the Word document, which means the written stuff. Methods of documentation, is looking for

\textsuperscript{18} Hadi Sutrisno, \textit{Research Methodology, rev. ed.}; Yogyakarta: Andi Offset, 1889, p. 151
data on matters in the form of a note, transkip, books, newspapers, magazines, inscriptions, meeting, agendas, and so on.19

In this case the researchers will look back at the sources of the data from an existing document and can be used to expand the data from an existing document and can be white to expand the data that has been found.

This method of documentation used to obtain documents relating to the location of geografis, environmental conditions, school infrastructure, institutions, organizations, teachers, and students.

These data will be obtained by researchers from the field, in the form of books, archives, magazine, newsletters, the internet also includes documents of the institution or official documents relating to the development of the institution.

H. Data Analysis Techniques

"Data analysis is the search and testing of things systematically to establish relationships between its parts and their relationship against a whole".20

The analysis of the data used in this study is the analysis of qualitative data relating to the methods of data collection is

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20 Priest Gunawan, *op. cit.*, p. 210
observation, interviews, and documentaries. The analysis is done in an inductive analysis based on data obtained. In this research analysis is carried out by four steps as bellow:

1. Data Collection

   The data obtained when researchers conducting observation and interview and immediately the researchers write all the information he had received and do paperwork allowing can clarify and support the validity of the data in the study.

2. Reduction of Data

   "The reduction of data is an activity, choose summarize things, focus on the things that are important and are looking for themes and pattern".21

   The next step after data obtained through interviews, observation and documentary does is reduce the data clarification, summarizing the process and summarize data and attempt to focus on the things that are important and provides an overview the more obvious makes it to researchers to conduct data collection further if necessary.

3. The Presentation of the Data

   Research on the representation form of a narrative description and a brief note to make it easier to identify how the

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entrepreneurial competence headmaster and also performed the headmaster strategy in increasing brand image of the school and also how headmaster create value added institutions in SMK muhammadiyah 7 Gondang Legi. The presentation of the data is used to improve understanding and as a reference in taking action based on an understanding and analysis of the data.

4. The Withdrawal of the Conclusion

"The withdrawal is a result of the conclusions of the research focus of the research based on the answer data analysis." 22

The final step in the analysis of data is an interesting conclusion. After data are collected either from observations, interviews, and documentaries, then the researchers conclude in the narrative with elaborate information both from qualitative evidence quantitative evidence nor clearly so easily understood. Draw conclusions need to be done because in the preliminary conclusions still is temporary and can be changed according to the data obtained and support if there was a change in research.

22 Priest Gunawan, op. cit., p. 212