

CHAPTER III

METHODS

3.1. Interpretive Paradigm

The interpretive paradigm is a paradigm asserting that reality is subjective, and emphasizes understanding a phenomenon from the perspective of individuals. This paradigm is used in this research to accommodate the subjectivity and interpretative nature of said paradigm and research. The paradigm also aims to understand the social phenomenon, not to predict or to control it. It is based on the perspective and the experience of the object, researched through detailed and thorough observation.

3.2. Qualitative Content Analysis

This research uses qualitative content analysis as the main approach of the research. Qualitative research utilizes humans as an instrument and focuses on looking at reality holistically/as a whole. The researcher is a key instrument in this research, it is inductive and emphasizes meaning rather than a generalization. This research uses the qualitative approach in order to create a whole picture of the main strategy used by Fantech Indonesia and Mythia Batford in driving brand awareness through their digital marketing efforts.

3.3. Time and Place

The research takes place online, in June 2024, on Fantech Indonesia and Mythia Batford's X account.

3.4. Data Source

3.4.1 Primary

The primary source of data is Fantech Indonesia and Mythia Batford's X account.

3.4.2. Secondary

The secondary sources of data in this research are the literature and journals that serve as references.

3.5. Unit Observation and Unit Analysis

This research observes posts in Fantech Indonesia and Mythia Batford's X account that contain elements of their co-branded product line Fantech Mythia Edition during September 2022. The unit that this research analyzes is the elements that include the promotional mix and elements that drive brand awareness.

3.6. Data gathering technique

The methods involved in this research to gather data are observation and documentation. Observation is used by directly observing the phenomenon that is being researched. The documentation method is used to gather existing data in the form of X posts. This research will document all content during the research.

3.5. Data analysis

This research uses Miles and Huberman's method of reduction, display, and conclusion to analyze the data gathered. This research uses Miles and Huberman's method to simplify the findings and present said findings in a narrative text format.

3.6. Data Validation

The method used to validate the findings is triangulation. The triangulation used for this research is the source triangulation, which uses both observation and documentation to verify the data gathered.