CHAPTER III

RESEARCH METHODOLOGY

3.1 Type of Study

This research used case study for conducting research through semi-structured interviews. Case study is a strategy of inquiry in which the researcher explores in depth a program, event, activity, or process (Creswell, 2009). The researcher conducted qualitative research to explore and reveal new information, which can be critical to understand the reason, emotion, and beliefs of research objects related to organizational culture. All interviews are recorded by the audio recorder as proof. Each respondent is asked some of question-related to organizational culture.

3.2 Research Site

The researcher had interviews with the top management of four coffee shops in Yogyakarta named Tim Sandyakala, Journey Coffee and Records, Kupiku, and Nitikusala Food & Coffee. All the top management had the interview in their coffee shops. Each of the four organizations was interviewed in a different time and place. Thus, none was interfered with the interviews.

3.3 Population and Sample

Sekaran (2003) stated that population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. Meanwhile, the sample is a subset of the population. In other word, some elements of the population were form the sample. In this research, the researcher used purposive sampling to obtain information from specific target or group (Sekaran, 2003).

This research discovered the organizational culture type used by local coffee shops in Yogyakarta. Thus, the researcher interviewed Dwiky Hary from Tim Sandyakala, Daniel Bagas from Journey Coffee and Records, Imang from Kupiku, and Gilang Irfan from Nitikusala Food & Coffee because their presence in the industry has already been more than six months. The researcher saw this as a point where the coffee shop's culture already settled.

Table 3.1 The Respondents' Profiles

Coffee Shop	Name	Position	Background	Number of Employee
Tim Sandyakala	Dwiky Hary	Cofounder / General Manager	Accountancy and business	5
Journey Coffee and Records	Daniel Bagas	Cofounder / Creative	Communication visual design	8
Kupiku	Imang	Owner	Agriculture	7
Nitikusala Food & Coffee	Gilang Irfan Mulia	Cofounder / Operational Manager	Business and management	7

3.4 Data Collection

This research used primary data since the data were taken from top management of coffee shops in Yogyakarta. As mentioned by Sekaran (2003), primary data refers to information obtained firsthand by the researcher for the specific purpose of the research.

In this research, the data were obtained by direct interview. The recorder was used to ease the data processing stage. The interview format began by asking the objects' name and position in the coffee shop as well as the number of employees, followed by the general information of the research's purpose. These questions served as warm-up questions. Following the warm-up questions, six open-ended questions based on the OCAI (Cameron & Quinn, 2006) were asked to the objects:

1. What are the *Dominant Characteristics* in the organization?
2. How is *Organizational Leadership* in the organization?
3. How is the *Management of Employees* in the organization?
4. What is the *Organization Glue* in the organization?
5. What is your *Strategic Emphases* in the organization?
6. What is the *Criteria of Success* in the organization?

3.5 Data Analysis and Interpretation

There were six primary methods in analyzing qualitative research (Creswell, 2009) in this research. These stages are interrelated and it is not necessary to be in order:

Step 1. Transcribing the recorded interviews in an audiotape by typing up the notes and arranging the data in order based on the six major questions in the OCAI (Cameron & Quinn, 2006).

Step 2. Reading all the interviews to obtain the ideas, meaning, sense, and interpretations from the objects interviewed.

Step 3. Analyzing the data with the coding process to organize materials such as texts and images.

Step 4. Generating descriptions of the interviews into more specific themes or categories to find more connections.

Step 5. Representing the interviews into a narrative passage to make it easier in figuring interpretations.

Step 6. Making the interpretations or meaning of the interviews gathered.