

CHAPTER 3

METHODOLOGY

This chapter will be focusing on the research methods of the study. The discussion will highlight the research design, research instrument, location of the study, subject of the study, research procedure, data analysis, validation, ethical consideration and will end up with the conclusion.

3.1 RESEARCH DESIGN

Generally, research design means a structure to plan and execute research. Research design is the crucial part of the research as it includes all the four important considerations: the strategy, the conceptual framework, the identification of whom and what to study on and the tools and procedures to be used for collecting and analyzing data. The research design basically is divided into several types, for example qualitative research and quantitative research.

In this study, the researcher used qualitative research method. Qualitative research method was developed in the social sciences to enable researchers to study social and cultural phenomena: observe feelings, thoughts, behaviors, and the belief of the mass society. Examples of qualitative methods are action research, case study research and grounded theory. Qualitative data sources include observation and participation observation (fieldwork), interviews and questionnaires, documents and texts, and the researcher's impressions and reactions.

For this research, a method of interview was employed. The interview is a mean of gauging the awareness and exploring the perception of Padang Terap community if the usage of Kratom were to be made illegal under the Dangerous Drugs Act 1952. Interviewing selected

individuals is a very important method often used by qualitative researchers. The rationale for using the interview methods is to enable the researcher to find out what is on their mind, what they think and how they feel about something.

3.2 RESEARCH INSTRUMENT

The researcher prefers conducting a semi-structured interview consisting of elements of both structured and non-structured interviews. The researcher prepared the formal question and used the freedom to develop the questions and explored them in advance. The researcher uses the qualitative research method promoted by Creswell's (2003) definition, which illustrated the interactive qualitative research which required the researcher to collect data by face-to-face approach. According to Gay & Airasian (2003), the all-important component in sampling was to decide on the participants who could provide the information to fulfil the research questions.

The data collection approach for this study was a semi-structured interview, which indicated the fundamental methods of qualitative research design. Mitchell & Jolley (2001) stated that this arrangement would give more freedom to participants in answering the questions. The researcher conducted each interview separately to respect the privacy of the participants. The interview questions were designed in native language (Malay). The use of the native language enables them to contribute relevant information in relation to the topic under study. The researcher also disseminated a respondent consent form (consent letter). This permission form is very important to be given to subjects to know whether they are sincere in being interviewed or otherwise. This form is usually given before the interview is conducted.

3.3 LOCATION OF THE STUDY

The case study will be conducted in the Padang Terap, Kedah.

3.4 SUBJECT OF THE STUDY

Population in a study as all units possessing certain characteristics, which are of the interest of researchers' study. From the definition, population can be understood as the targeted community or group of people which is involved or selected by the researcher for his study. Therefore, for this study, the population from which the samples were derived consists of the following groups of participants/interviewees:

- a) Rubber tappers who plant Kratom.
- b) Rice farmers who plant Kratom
- c) Local resident.

3.5 RESEARCH PROCEDURES

This study uses the snowball method because the researchers believe that this method is the best in identifying Kratom users who are hard to find and cost-effective. Snowball sampling is a study subject that will give clues to the researcher to choose the next study subject (Othman Lebar, 2015). The first thing in recruiting study informants is for the researcher to identify study locations with many Kratom plants. Researchers met with key informants such as Village Headmen or the Village Development and Security Committee (JKKK) to obtain information about villagers involved in Kratom cultivation. When the researcher managed to get the first informant for the study, the researcher requested the cooperation of the first informant to inform other friends or acquaintances involved in Kratom cultivation to be involved in this study. The audio recording during the in-depth face to face interviews was

done with the consent of the respondents who were involved. Again, the in-depth face to face interviews were held at the respondents own scheduled time and at their will.

3.6 DATA COLLECTION

The technique of collecting data is the way the researcher does for collecting the data in the research. All the data are collected in the form of word arrangement.

3.6.1 Interview

According to Sugiyono (2008:231), an interview is a meeting of two people to exchange information and ideas through responses, resulting in communication and joint construction of meaning about a particular topic. Meanwhile, an interview can be viewed as a method of data collection by way of question and answer undertaken unilaterally by systematic and based on the purpose of the investigation. In this research, the researcher ran multiple semi structured interviews (Arikunto, 1990) which employed a set question which was developed to gain specific information. The interview was conducted to get the addition of information in response to interesting or important answers that arise unexpectedly from the planned questions.

3.7 DATA VERIFICATION.

In qualitative research, there is a common technique that is usually used to increase research data validity. The technique is called Triangulation. "Triangulation is defined as a technique of collecting data by combination of some different data sources' (Moleong, 2006). The aim of triangulation is to increase one's understanding of what ever being investigated. In this research, the researcher gets information from the interview only.

3.8 DATA ANALYSIS

The process of data analysis followed a combination of two methods, which are eight steps of qualitative data analysis (Creswell, 1994) and method on three stage analysis, that is data reduction, data display and conclusion drawing (Appleton, 1995).

3.8.1 Data reduction

Appleton (1995) refers to data reduction as “the process of selecting, focusing, simplifying, abstracting and transforming the data as the researcher elicits meanings and insights from the words of the respondents”. The researcher listened to and transcribed each tape and then read each transcript several times to familiarize himself with the data. Each transcribed interview was coded, re-analyzed, and broken down into categories and themes. Finally, the themes were reviewed in the context of each interview.

3.8.2 Data Display

After data reduction the next step in analyzing data is Data Display. It is a process of displaying data in the form of a table or essay so what becomes more understandable. Miles and Huberman (1984) point out “looking at displays helps us to understand what is happening and to do something-further analysis or caution on that understanding’ (Sugiono, 2009). In this research, the researcher will use essay in displaying the data, because it is most common data display used in qualitative research

3.8.3 Drawing Conclusion

In this last step data analysis is drawing conclusions. Here, the researcher begins to see what the data is. The researcher examines all entries with the same code and then merges these

categories and finds the connection among the categories. Then, it continues to tell the stories and to make connections among stories. Finally, the researcher can get the result and conclusion of the research.

3.9 CONCLUSION

This chapter begins with an introduction then describes the research design employed in this study. For field research, interviewees in Padang Terap are involved in the research procedure and have certain inclusion criteria. The data was processed and transcribed in the data analysis to draw the conclusion of the study.