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| Jonas De Vos and Patrick A. Singleton (2020) | Travel and Cognitive Dissonance | This study does not use Social Media within the research | Using Cognitive Dissonance Theory and analyzing travel behavior |
| Euj Joo Kim, Choongbeom Choi, and Sarah Tandford (2020) | Influence of scarcity on travel decisions and cognitive dissonance | This study does not use Social Media within the research, Scarcity on travel are used instead. | Using Cognitive Dissonance Theory and Traveling |

CHAPTER 3 – RESEARCH METHODS

This chapter aims to explain the methodology used in this study. At the beginning an explanation on qualitative methodology is presented, followed by arguments on why textual analysis is by using semiotics is the most appropriate method used in this study.

3.1 Qualitative Study

The method used in this research is qualitative method. Qualitative research is research conducted on natural object conditions, the researcher is the key instrument, the data collection technique is carried out in combination, the data produced is descriptive, the data analysis is carried out inductively, and this research emphasizes the meaning more than generalization (Sedarmayanti and Hidayat, 2011: 33).

Based on the Research Design Module (2019) published by Ristekdikti, qualitative research can be understood as a research procedure that utilizes descriptive data, in the form of written or spoken words from people and actors that can be observed. Qualitative research is conducted to explain and analyze phenomena, events, social dynamics, attitudes of belief, and the perception of a person or group of something. (Anwar, 2021). The qualitative research process begins with formulating the basic assumptions and rules of thought that will be used in the research. The data collected in the research are then interpreted.

According to Tirto (2021) data analysis in qualitative research is interpreted as an effort to systematically find and organize notes on the results of observations, interviews, and others to improve the researchers' understanding of the cases being studied and present them as findings. To get that understanding, the analysis needs to be continued by trying to find meaning.

An explanation of the four stages in qualitative research as follows.

1. **Data collection:** The process of collecting data in qualitative research can be done in a number of ways, which can be obtained by going directly to the field. This can be done through observation or observation, questionnaires, in-depth interviews with research objects, document review, to focus group discussions.
2. **Data reduction and data categorization.** In this stage, the raw data will be filtered. Researchers choose which data is most relevant to be used in supporting research. Qualitative data can be obtained from interviews and observations. Thus, sorting is needed to facilitate data categorization. So, the data that has been filtered will be categorized as needed. For example, in research, data is divided by informant category or research location.
3. **Data display:** After the data has been reduced and categorized, then it is entered into the data display. In this stage of the process, the researcher designs the rows and columns of a qualitative data metric, and determines the type and form of data that will be entered in the metric boxes. For example, data is presented with narrative, charts, flow charts, diagrams, and so on. The data is organized to be easier to read.
4. **Withdrawing conclusions:** After the three processes have been completed, the final step is to draw conclusions. The contents of the conclusions should include all the important information found in the research. The language used to present the conclusions must also be easy to understand without being complicated.

3.2 Textual Analysis

The researcher is expected to be able to understand the nature and the message meaning of the content in *TikTok* for the study. The second is the process, or how a media production or message side is actually created and organized together. Third is emergence, from the meaning of a message through understanding and interpretation.

Population: All the posts in @indonesia.travel's *TikTok* account

Sampling: Some of the posts which contains a health regulations and facilities in tourist places in @indonesia.travel's *TikTok* account in certain events

Sample Size: 11 posts

3.3 Audience Analysis with Focus Group Discussion

Population: *TikTok* user age 17-24, a fluent group middle to high class, educated and urban which has hobby to travel and divided into 2 groups, one who interacted with @indonesia.travel and other group who has not interact with @indonesia.travel account.

Sampling Technique: Convenience snowball sampling

Sample Size: 12 people

4 criteria tambahin, in order to fulfill lifestyle they go traveling

3.3.1 Population

The population in this research is *TikTok* user who follow @indonesia.travel

3.3.2 Indonesian Ministry of Tourism and Creative Economy *TikTok* account

The research object in this study is the Indonesian Ministry of Tourism and Creative Economy *TikTok* account also known as @indonesia.travel. After three months of pandemic started, the account was made in May 19, 2020.

3.3.3 Procedure

The Focus Group Discussion divided into two groups. The first group consist with the participants that already follow the *TikTok* account of Ministry of Tourism and Creative Economy and the second group consist with the participants that have not follow the *TikTok* account of Ministry of Tourism and Creative Economy.

At the beginning of the Focus Group Discussion, the participants and researcher were discussed regarding their dissonance in traveling during COVID-19 and the 11 videos by the Ministry of Tourism and Creative Economy that contain health protocols and facilities were shown to the participants. After the video were shown, the participants were asked about all the questions regarding their dissonance.

| Before Focus Group Discussion | Addressing Participant dissonance | List of Questions |
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| Treatment | Showing 11 content from Ministry of Tourism and reative economy that contains health facilities and protocols | 11 videos about the safety of traveling in Indonesia posted by @indonesia.travel |
| FGD | Discussing participant's perception of the message in the videos | <ol style="list-style-type: none"> 1. Questions regarding dissonance: 1. How long have you liked traveling? 2. Where do you like to go? 3. During the pandemic how you do traveling? 4. Why don't you want to travel during a pandemic? Why do you still want to travel during a pandemic? 5. Are you afraid of traveling during a pandemic? Why afraid? Why not? 6. Do you think Indonesia is safe for traveling nowadays? 7. Do you think the government |

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| | | <p>guarantees health safety for traveling in the pandemic era?</p> <p>8. In your opinion, what are the health protocols implemented by the government in tourist places you have visited during the pandemic?</p> <p>9. Do you follow TikTok @indonesia.travel?</p> <p>10. How long have you been following TikTok @indonesia.travel?</p> <p>11. Do you regularly view posts from Indonesia.travel accounts?</p> <p>12. In your opinion, do TikTok @indonesia.travel social media posts increase your interest in traveling or not, if so, why? if not why?</p> <p>13. What is your perception of the</p> |
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| | | <p>post on TikTok @indonesia.travel?</p> <p>14. Does the post on TikTok @indonesia.travel clearly explain how tourism in Indonesia is during the pandemic?</p> <p>15. Does the @indonesia.travel post explain in detail the health protocols applied in Indonesian tourism places?</p> <p>16. Have you ever traveled after seeing the tiktok @indonesia.travel post? if so, describe whether your traveling experience matches what is being promoted on their tiktok account?</p> <p>17. Do you think the Tiktok @indonesia.travel social media account is the most interesting compared</p> |
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