

CHAPTER 3

METHODOLOGY

This study uses qualitative research methods. There is hardly any single best method to study a social problem. The objective of selecting a methodology for any research should not be restricted within the domain of a single methodology but to apply different methodologies to support the various aspect of the study (Dasgupta, 2005). Some methods like participatory observation were not used in this research because it was not necessary to do it. The idea of this research was to talk to the people directly involved or affected by the VP program.

Nevertheless, qualitative research is often criticized for being impressionistic and non verifiable. Absolute care is to be taken at the data collection stage in order to be open and sensitive to accept new ideas emanating from the fieldwork and to find the various interrelationships. But this report is designed as systematic as possible. All respondents were asked the same questions in the same order. Selecting the sample randomly is done to avoid unnecessary bias.

However, it has to depend on BTEL authorities in selecting the locations of the study based on mutual convenience. But to provide the best knowledge and experience in this study, BTEL had no intentions to interfere with the sample selection process. Most of the interviews were conducted in one-to-one basis without BTEL staff being present.

It is accepted that in qualitative research flexibility forms the nucleus of the whole activity. So it depends more on the themes that emerge in the process and how are they nurtured within the domain of the research questions. Replicating a previous study therefore is seldom possible. What might be of importance is that different qualitative studies might tell different parts of a single structure. And that ultimately becomes the collective body of valuable knowledge.

Data are collected by asking questions to the VPOs through questionnaire on various issues about their families, their well-being and certain aspects of their personal, and social relationships. Every care was taken not to side with any individual belief in the whole interview. The idea was to remove the veil of a stranger and mix with them in a friendly manner just to show that this research has got a professional meaning. Interviewing had been defined as 'conversation with a purpose' as suggested by Bingham and Moore (1959).

Attention is to be paid on the ethical and moral aspects of the interviews as well as the demand for academic pursuits in conducting this study. In order to challenge traditional power dynamics in rural Indonesia, selection of interviewees, locations, etc is carefully done. In this study, there is also an interview result with the head of Uber Esia program. The interview is about Uber Esia program.

Three VPOs were interviewed when visiting Rancamalang in Tangerang in Uber Esia event held on Thursday, 25th March 2010. The 3 VPOs represent 3 different categories of VPO, a student from teenage age group younger than 20 years old, a male VPO who on the 20-39 age group, and a housewife who on the 40 years old or older age group.

Without BTEL's permission this research could not be done. For better understanding, the research could have been carried out in different districts and a comparative report could have been prepared. BTEL suggested few areas where VPO live to be researched but it is decided to select the 10% of the VPO members in each area. The idea was to have a random mix of respondents who operate the Uber Esia and the exact locations of the booths; in house or in market place.

A written final copy of the questionnaire was agreed by BTEL. It is explained before all the interviews are conducted that this was not a BTEL sponsored research and care was taken not to expose the real names of individual interviewees in the final report.

3.1. Stages of the Research

1. Conduct a literature review on ICT based CSR program.
2. Interview the Uber Esia program management to clarify and provide insight into conversations. The interviews will be formal and informal. The general strategy for the interviews is to start off with broad questions and follow up on the interviewee's response on specific questions.
3. Developing questionnaires.
4. Write a research report that combines relevant supported literature and previous researches with the results of empirical research.

3.2. Sampling Technique

The sampling technique of the study is random sampling method. Uber Esia Program has been conducted in 18 locations in Indonesia. There are Bandung, Bogor, Bekasi, Banten, Cengkareng, Cilegon, Cianjur, Cirebon, Depok, Central of Jakarta, West Jakarta, North Jakarta, East Jakarta, South Jakarta, PGL, Palembang, Serang, Tangerang. The total number of VPO is 1922. So the population is 1922 and the sample is 10% of the population. The sample has been taken 10% from each region, except for the population number that less than 10, it assumed that the sample number is 1. Table 7 shows the sampling technique that has been conducted.

Table 7
Sampling Technique

No.	Region	Number of the VPO	Sample
1.	Bandung	11	1
2.	Bogor	21	2
3.	Bekasi	142	14
4.	Banten	1	1
5.	Cengkareng	1	1
6.	Cilegon	20	2
7.	Cianjur	1	1
8.	Cirebon	2	1
9.	Depok	49	4
10.	Jakarta Barat	81	8
11.	Jakarta Pusat	59	5
12.	Jakarta Selatan	95	9
13.	Jakarta Timur	154	15
14.	Jakarta Utara	57	5
15.	Pangalengan	1	1
16.	Palembang	1	1
17.	Serang	564	56
18.	Tangerang	483	48
19.	Unidentified Location	179	17
Total		1922	192

3.3. Technical Analysis

The data gathered from questionnaires are analyzed by descriptive statistic. SPSS program is used for data processing. Descriptive statistics are used to describe the basic features of the data in this study. It provide summaries about the sample and the measures.

3.4. Questionnaire as the Main Research Instrument

The instrument developed for gathering data is a questionnaire (please see attachment 1). The questions given in the questionnaire has been developed to answer the seven objectives of this study, to get the information about how effective the Uber Esia program is. The questionnaire completion is conducted by telephone. Conducting questionnaire completion by phone is not easy and the questioner must be careful in asking questions and should be able to convince the VPO to be questioned. Because of so many cases of fraud over the phone and short text messages happened in Indonesia, it makes most of the VPO feel suspicious when they received a call from researcher. It makes the questionnaires filling process not easy, but the VPOs were convinced that the question and answer over the phone is for academic purposes.

The Reasoning of the Questions

In general, this study needs information about the age of the VPOs, education level, and their occupation. This study also needs information about VPO reason in terms of their needs for telephone and whether they have entrepreneur parents background that could trigger them to running this business. This study also gains information about the range of VPO monthly income from selling phone credit and VPO's total monthly income. The VPOs had been asked about how many family members that they have because the number of family member should also affect their family income. The VPOs also being asked about whether they see Uber Esia as their main income and whether they think Uber Esia program increasing their prosperity.

This study develop questionnaire about whether the VPOs join the Uber Esia program because they want to get easier access to telecommunication, whether the VPO think that the Uber Esia program really provide easier access to telecommunication in the place where they live. The study also gains information about whether the VPOs and people who live in VPO living area are in highly need for phone.

To know whether the Uber Esia program really works well, VPOs are being asked about the frequency of phone credit transaction that they achieved in a week, whether they think that the Uber Esia program is useful for them, whether they think that the Uber Esia program easy to start, are they have sufficient knowledge about Uber Esia program, whether their customers satisfied by the services provided by the Uber Esia program, and whether they think that the price and product from Uber Esia program is worth well

To know the work of the Uber Esia program, the VPOs also being asked about whether they get any training or empowering assistance from the Uber Esia program, whether they think that the capital needed to start Uber Esia program is affordable, whether The VPOs get financial aid for starting the Uber Esia program, whether the VPOs have never loss in running the Uber Esia program, whether they assure with the advantage of the Uber Esia program, whether they feel that Uber Esia program is important for getting additional income, whether they are facing a high competition, and whether there is a high needs of telephone in the area where they live.