

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

Investigating complex phenomena in their natural environments through qualitative research is essential for gaining an in-depth understanding of the intricate dynamics at play. This approach is particularly effective for research aimed at comprehending people's experiences, viewpoints, and motivations, making it well-suited for studies focusing on the subjective aspects of wellness tourism and social media usage.

Qualitative research is particularly advantageous for exploring the nuances of human experiences and social interactions. According to (J. W. Creswell & Poth, 2016), qualitative research is ideal for examining the subjective facets of phenomena because it provides a comprehensive and detailed understanding of human experiences. This approach allows researchers to capture the richness and complexity of participants' perspectives, which is crucial for understanding how social media influences wellness tourism from the viewpoint of yoga instructors in Bali.

3.1.1 Phenomenology

A category of qualitative study called phenomenology is concerned with people's actual experiences. Based on the writings of philosophers such as (Husserl, 1970; Merleau-Ponty, 2011), this method aims to extract the essence of experiences from the viewpoint of individuals who have experienced them. Within the framework of yoga and wellness tourism in Bali, phenomenology enables a comprehensive investigation of the ways in which social media shapes participants' experiences and understanding.

Phenomenology has been used in tourism studies to look at place connection and authenticity, among other elements of visitor experiences. For example, research has demonstrated that phenomenological techniques may provide insights into travelers' motives and pleasure by revealing how they view and engage with locations (Jamal, 2020; Pernecky & Jamal, 2010).

“In phenomenology perception is not a simple reception of information, but it involves an interpretation which frequently changes according to the context. Phenomenology starts with experience rather than by what we expect to find, given our theoretical commitments. It asks us not to let pre-conceived theories form our experience, but to let our experience inform and guide our theories. In phenomenology, we are interested in how the things appear as correlates of our experience (Gallagher and Zahavi 2008, 10- 25)” (Huvenne, 2020, p.14).

The Perception in the context of wellness tourism, especially among Bali's yoga instructors, is an active process of interpretation, according to phenomenology, which is the basis for the study of social media usage in this domain. This method gives individual experiences first priority above conceptualized theories. The study intends to comprehend how yoga teachers view and interpret the influence of social media on their professional practices and the wellness tourism business by concentrating on their lived experiences. This phenomenological investigation aims to let the teachers' real experiences guide and mold theoretical discoveries rather than having preexisting ideas dictate the findings. This approach highlights how social media appears and touches yoga instructors directly, illuminating the complex ways in which these digital exchanges impact both their profession and Bali's tourism scene as a whole.

Phenomenology is concerned with the way in which the object shows or displays itself, i.e., in how it appears. It is possible for one and the same object to appear in a variety of different ways, from this or that perspective, in strong or faint illumination, as perceived, imagined, wished for, feared, anticipated, or recollected (*Huvenne, M. (2020) - Google Scholar, n.d.; Zahavi, 2018*) “Rather than explaining what phenomenology is, I presented phenomenology as an attitude that enables us to describe those elements that cannot be grasped in concepts” (Huvenne, M. 2020).

Phenomenology is the study of how things seem or manifest in different ways based on the viewpoint and situation. This implies that different people may have varied experiences on the same social media site when it comes to wellness tourism, particularly among Bali's yoga instructors. For example, depending on the user's personal and professional background, it may be viewed, imagined, desired for, dreaded, expected, or recalled in different ways. Instead of trying to define phenomenology, this research embraces it as a method that enables the depiction of those aspects of experience that are difficult to conceive. This study uses a

phenomenological approach to investigate and characterize the diverse experiences yoga instructors have with social media, including the richness and depth of these experiences as they are lived and perceived in the unique setting of Bali's wellness tourism industry.

3.2 Environment

This study focuses on popular yoga studios in South Bali, Canggu, Uluwatu, Seminyak, and Nusa Lembongan, which are the five main districts of Bali. These destinations were picked to give a thorough picture of Bali's health tourism in a variety of geographical contexts, each with its own special qualities and draws. According to (Yin, 2014), using a variety of settings helps researchers gain a deeper understanding of the subject matter by highlighting the differences in behaviors and experiences between contexts.

The participants who were selected were carefully picked based on a variety of factors, including their regional representation, demographic diversity, and active use of social media like Facebook, Instagram and YouTube. Additionally, their well-established reputations and positive reviews from yoga practitioners significantly contributed to their prominence in the field and popularity in their respective studios. This strategy ensures a comprehensive examination of social media's effects on wellness tourism, emphasizing the roles of these renowned yoga teachers in promoting and developing global wellness trends.

3.3 Participants

The smallest acceptable sample for an in-depth qualitative interview is one (1) and can be of great use for increasing one's knowledge (Boddy, 2016). In making justification for the adopted sample size, qualitative researchers should refer to data saturation and homogeneity of the population (Boddy, 2016; Trotter, 2012). Small sample size is enough when the participants belong to a homogeneous group (Sandelowski, 1995) and data saturation can be achieved after six in-depth interviews (Guest et al., 2006). In the case of interpretative phenomenological analysis (IPA), a comprehensive interpretation of phenomena can be realistically done on a very small sample; thus, a sample of four (4) is recommended for such studies (J. A. Smith & Osborn, 2007). These interviews will explore the instructors'

lived experiences with social media, determine the essence (value) of these experiences in the context of wellness tourism, and develop new strategies to enhance the effectiveness of social media marketing for yoga studios. This sample size is adequate to get meaningful findings in a qualitative study and aligns with similar previous studies (Genc & Öksüz, 2015; Hallock et al., 2019; Kırcova & Yazici, 2018; Olof Lagrosen & Grundén, 2014). The participants, consisting of four (4) yoga instructors based in Bali, were selected from different yoga studios around Bali, ensuring that they were accessible and willing to provide detailed insights into their experiences.

Table 3.1 Yoga Instructors

Participants	Gender	Age	Country
(Code: YInst 1)	Male	38	California, USA
(Code: YInst 2)	Male	28	Australia
(Code: YInst 3)	Male	37	Slovakia
(Code: YInst 4)	Female	38	Italy

Source: Field Data (2024)

3.4 Instrument

The primary instrument for data collection in this study will be the semi-structured, in-depth interview. This methodology is chosen for its flexibility in exploring the perspectives of interviewees while ensuring consistency throughout the interview process. Semi-structured interviews are particularly effective for capturing the richness and depth of participants' lived experiences, as highlighted by (Kvale, 2007).

This study investigates the significant role of social media in wellness tourism, with a specific focus on yoga studios in Bali, Indonesia. Perspectives were collected from three distinct groups: yoga instructors. The purpose of these interviews will be to gather diverse viewpoints on the function of social media in the context of yoga-related wellness travel. A mix of staged casual, conversational, and semi-structured interview techniques were employed to foster participant comfort and enable in-depth discussions on pertinent topics. The interview process were meticulously structured to encompass various aspects of social media usage and its impact on wellness tourism within the yoga community in Bali.

Yoga instructors were asked about their teaching approach, the integration of social media into their classes, and their observations on how social media affects participant behavior and preferences. Additionally, yoga studio owners will provide insights into their marketing strategies, community-building efforts through social media, and reflections on the challenges and opportunities associated with leveraging digital platforms for promoting wellness tourism. Through these structured interviews, the research aims to achieve a comprehensive understanding of the interplay between social media and wellness tourism in the context of Bali's yoga studios. The study will be enriched by the diverse perspectives and valuable insights gained from the participants.

The interviews assess participants' perceptions and experiences about social media's impact on the growth of wellness tourism in Bali, utilizing qualitative research approaches. By examining the lived experiences of yoga instructors in connection to social media usage, distilling the essence of these experiences, and creating fresh approaches to improve the efficacy of social media marketing for yoga studios in Bali, this strategy will address the research objectives (Alamri et al., 2019). The primary instrument for data collection in this study will be the semi-structured, in-depth interview. This methodology is chosen for its flexibility in exploring the perspectives of interviewees while ensuring consistency throughout the interview process. Semi-structured interviews are particularly effective for capturing the richness and depth of participants' lived experiences, as highlighted by (Kvale.2007).

This research investigates the significant role of social media in wellness tourism, with a specific focus on yoga studios in Bali, Indonesia. Perspectives will be collected from three distinct groups: yoga instructors. The purpose of these interviews will be to gather diverse viewpoints on the function of social media in the context of yoga-related wellness travel. A mix of staged casual, conversational, and semi-structured interview techniques will be employed to foster participant comfort and enable in-depth discussions on pertinent topics. The interview process will be meticulously structured to encompass various aspects of social media usage and its role on wellness tourism within the yoga community in Bali.

Yoga instructors will be interviewed regarding their methods of instruction, how they include social media into their lessons, and how they see social media influencing students' preferences and behavior. They will also share details about their marketing plans, social media community-building initiatives, and thoughts on the benefits and difficulties of using digital platforms to advance wellness tourism. Through these structured interviews, the research aims to achieve a comprehensive understanding of the interplay between social media and wellness tourism in the context of Bali's yoga studios. The study will be enriched by the diverse perspectives and valuable insights gained from the participants. Drawing upon qualitative research methodologies, the interviews will evaluate participants' experiences and perspectives on social media's influence on the development of wellness tourism in Bali (Alamri et al., 2019).

The interview questions aim to explore yoga instructors' experiences, social media integration, and wellness tourism impact, aligning with Tourism and Hospitality Marketing Theory. They cover background, experience, social media integration, challenges and opportunities, impact on participants, and teaching and wellness approach, focusing on wellness promotion and customization.

The interview guide was organized into five main sections:

- **Factual Questions:** these aims to gather information about participants' social media preferences and habits, providing a foundational understanding of their engagement with various platforms.
- **Probing Questions:** These questions will delve deeper into participants' perceptions of social media's influence on wellness tourism, allowing for the exploration of nuanced experiences and insights.
- **Personal and Professional Background:** To gain a comprehensive understanding of participants' experiences, the interviews will begin by collecting personal and professional background information related to wellness tourism.
- **Closing Questions:** These seek any additional thoughts or insights that participants might have, ensuring that all relevant perspectives are captured.

Table 3.2 Interview guide for four (4) Yoga Instructors

Section	Question	Purpose
Background and Experience	<ul style="list-style-type: none"> • Can you provide a brief overview of your background and experience as a yoga instructor in Bali? • How long have you been instructing yoga, and what motivated you to pursue this path? 	<ul style="list-style-type: none"> • To establish the instructor's qualifications and experience. • To explore the personal motivations and journey of the yoga instructors.
Social Media Integration	<ul style="list-style-type: none"> • How do you use social media to engage with your current and potential yoga students? • Can you share instances where social media has helped in attracting participants to your yoga classes? 	<ul style="list-style-type: none"> • To examine the strategies instructors, use on social media to attract and retain students. • To gather specific examples of successful social media campaigns or posts.
Challenges and Opportunities	<ul style="list-style-type: none"> • What challenges, if any, have you faced in using social media as a yoga instructor for marketing or community-building purposes? • Are there specific opportunities or positive outcomes you have experienced through social media efforts in promoting your yoga classes? 	<ul style="list-style-type: none"> • To identify potential obstacles and difficulties in leveraging social media • To understand the benefits and successful outcomes of using social media.
Impact on Participants	<ul style="list-style-type: none"> • In your opinion, how has social media influenced the perception and interest of individuals in joining yoga classes for wellness purposes? • Have you noticed any changes in participants' behavior or preferences 	<ul style="list-style-type: none"> • To explore how social media affects potential and current students' views on yoga and wellness tourism • To understand if and how

Teaching and Wellness Approach	<p>related to wellness due to social media exposure?</p> <ul style="list-style-type: none"> • What is your approach to promoting wellness through yoga in your classes? • How do you tailor your yoga classes to meet the wellness needs of participants? 	<p>social media alters participants' engagement with wellness tourism</p> <ul style="list-style-type: none"> • To examine how instructors integrate wellness principles into their teaching. • To explore customization in teaching to address diverse wellness needs and how these efforts are promoted.
--------------------------------	---	---

Throughout the use of these inquiries, the research aims to compile comprehensive information on the real-world experiences of yoga instructors. This information will be crucial for comprehending and improving the function that social media plays in advancing wellness tourism in Bali.

3.5 Data Gathering Procedure

Data collection in this study involves a multi-step process. Initially, rapport is established with participants and the study's purpose is explained. Following this, interviews are scheduled at convenient times and locations for the participants. The interviews are then conducted using a semi-structured guide to deeply explore participants' experiences and perceptions. Finally, the interviews are audio recorded (with consent) and transcribed verbatim for subsequent analysis using N-Vivo, a qualitative data analysis software.

3.6 Data Analysis

A systematic strategy was used to collect data for this study's examination of social media usage on wellness tourism, with a particular focus on yoga studios in Bali. This study's data analysis adheres to (Colaizzi, 1978) phenomenological approach, supplemented by Interpretative Phenomenological Analysis (IPA) as

outlined by (J. A. Smith & Osborn, 2007). The process begins with familiarization, which entails reading the transcripts multiple times to become fully immersed in the data. Subsequently, significant statements are extracted, identifying relevant statements related to the study topics. These significant statements are then interpreted to derive meanings that shed light on the participants' experiences. The derived meanings are grouped into themes, capturing the essence of the participants' lived experiences. Following this, a comprehensive description of the phenomenon is developed, providing a thorough explanation of the studied phenomenon.

The essential structure of the phenomenon is then extracted, highlighting its core elements. Finally, validation involves returning to the participants to ensure that the findings accurately reflect their experiences, thus verifying the reliability and validity of the analysis. This methodical approach ensures a deep and nuanced understanding of how social media influences wellness tourism, particularly within the context of yoga studios in Bali (Colaizzi, 1978; J. Creswell, 2013; J. A. Smith & Osborn, 2007).

3.7 Ethical Consideration

Ethical norms shall be strictly adhered to throughout the course of this study on the examination of social media usage on wellness tourism with a special focus on yoga studios in Bali, Indonesia. Participants' legal consent were obtained through the free, prior, and informed consent (FPIC) method before any data is collected. This will entail an open and honest process, with each participant receiving a personalized consent letter, a request letter detailing the goals and methods of the study, and a thorough explanation of their rights. Ensuring participant well-being and confidentiality will be achieved throughout the study through the use of safeguards such as emotional well-being checks and guarantees of anonymity. Additionally, participant views were taken into consideration during the whole study procedure. Ethical norms were strictly adhered to throughout the course of this study on the examination of social media usage on wellness tourism, with a special focus on yoga studios in Bali, Indonesia.